

Plan Half Moon Bay



Community Survey Report

May 2014



planhmb.org

Plan Half Moon Bay

Community Survey Report

May 2014

Prepared for
City of Half Moon Bay

by

DYETT & BHATIA

Urban and Regional Planners

Table of Contents

1	Introduction.....	1
2	Methodology Overview	2
3	Survey Questions	3
4	Survey Demographics	4
4.1	Comparison of Survey Respondents with Half Moon Bay Demographics.....	5
5	Survey Results	8
	Question 2: What do you like most about living in Half Moon Bay?.....	8
	Question 3: What is the one thing the City should do that would most improve Half Moon Bay?.....	10
	Question 4: Please indicate your support of the following actions for the City of Half Moon Bay over the next 20 years.....	12
	Question 5: Please indicate your level of support for the following items for transportation in Half Moon Bay.....	16
	Question 6: What is the best way for the City to generate revenue to support City programs, services, and infrastructure maintenance?.....	19
	Question 7: What kinds of uses/amenities would you like to see in the downtown area?....	20
Appendices		
	Appendix A: Survey Form (English and Spanish)	A-1
	Appendix B: Newsletter	B-1
	<i>Appendix C: Cross-tabulated Survey Responses</i>	
	C-1: Responses Cross-Tabulated by Question 1, Question 3, and Language	C-1
	C-2: Responses Cross-Tabulated by Gender, Adults in Residence, Children in Residence, and Tenure.....	C-17
	C-3: Responses Cross-Tabulated by Age and Income	C-33
	C-4: Responses Cross-Tabulated by Employment and Ethnicity	C-49
	Appendix D: Open-Ended Responses.....	D-1

List of Figures

Figure 2:	What do you like about Half Moon Bay? Responses coded by theme.....	9
Figure 3:	What is the one thing the City should do that would most improve Half Moon Bay? Responses coded by theme.	11
Figure 4:	Planning Actions Ranked.....	14
Figure 5:	Support for Planning Actions (all responses).....	15
Figure 6:	Transportation Actions Ranked.....	17
Figure 7:	Support for Transportation Actions (all responses).....	18
Figure 8:	Interest in Downtown Uses and Amenities (all responses).....	22

List of Tables

Table 1:	Where Respondents Work or Attend School	5
Table 2:	Demographic Comparison - Half Moon Bay and Survey Respondents.....	6
Table 3:	Opportunities for the City to Generate Additional Revenue	19

I Introduction

In summer 2013, the City of Half Moon Bay initiated a multi-year collaborative process to update its General Plan, Local Coastal Program (LCP), and Zoning Ordinance, providing an opportunity for the community to define a common vision for the future and make choices to effectively carry out that vision. As part of the project's multi-pronged public participation program, the City distributed a mail-in survey to all residential mailing addresses in the Half Moon Bay, accompanied by a newsletter that explained the objectives of the General Plan update, key issues to be addressed, and opportunities for public participation. The survey was designed to allow community members to express their values and visions for the future, while also gauging support for various potential improvements to circulation, the downtown area, and the city as a whole.

This report presents the results of the survey, and includes descriptions of the survey methodology, the demographic composition of the respondents, and key findings, followed by more detailed discussion of the responses to individual questions. Appendix A contains the original survey forms in both English and Spanish, and Appendix B includes the accompanying newsletter. Full cross-tabulation tables of the survey results are provided in Appendix C. A list of open-ended responses for questions 2, 3, and 6 is provided in Appendix D.

2 Methodology Overview

The City of Half Moon Bay utilized a census-style survey approach to invite all households to participate in the survey process. The survey and newsletter were mailed to all residential addresses within Half Moon Bay. Additional surveys were available for pick-up at City Hall and at the March 20th community visioning workshop. The survey was printed in English and in Spanish and return postage was pre-paid. The mail-back period for the project was March 7 through March 28, 2014; most of the responses came within a few days of the closing date, and all but seven (which arrived more than 10 days following survey close) were coded into the database; however all responses have been considered in the overall analysis.

A total of 505 responses were received, which included 493 in English (98 percent) and 12 in Spanish (2 percent). Given the city's 4,182 residences, this equals a response rate of 12 percent. For the 498 responses included in the cross-tabulations (486 in English, 12 in Spanish), the maximum margin of error is ± 4.1 percent at the 95 percent level of confidence for questions answered by all 498 respondents. Each question response in every survey received was coded into a database; for open-ended questions, keywords were coded. This database was used to analyze the results.

3 Survey Questions

The main body of the survey included two types of questions: two open-ended questions that asked community members what they valued most and what improvements they would like to see in the future, and four questions that required respondents to rate or rank specific planning proposals and ideas using a checkbox format. Demographic information—such as age, housing tenure, income level, employment status, and ethnicity—was collected to see how the survey respondents as a group compared to Half Moon Bay’s actual demographics, as reported by the Census. This information also allows an assessment of differences in priorities and goals of survey respondents based on demographic variables. The complete survey is included as Appendix A.

4 Survey Demographics

Cross-tabulations were compiled for all questions to analyze the differences between responses by various demographic groups. In other words, for each question, responses have been disaggregated by each demographic characteristic. The characteristics used for cross-tabulation were determined using responses to the survey's demographic questions, and were framed as follows:

- Age of respondent
- Children at home (yes or no)
- Employment type
- Gender (male or female)
- Household income (2013)
- Housing tenure (own or rent)
- Language of survey
- Length of residence in Half Moon Bay
- Lives in Half Moon Bay
- Number of adults in residence
- Owns a business in Half Moon Bay
- Race/Ethnicity

Question 9 asked respondents where they worked or attended school in order to develop an understanding of the distances and directions of their commutes. Results are shown in Table 1.

Table 1: Where Respondents Work or Attend School

<i>Location</i>	<i>Percent of Respondents</i>
Half Moon Bay	27%
Montara, Moss Beach, Princeton, or El Granada	2%
Pacifica	1%
Other San Mateo County	22%
San Francisco	4%
Other	12%
No Response	32%

Note:

- a. "Other" category includes those traveling to Alameda County, San Jose, Santa Clara, Palo Alto, Sunnyvale, Mountain View, and Cupertino, as well as those with multiple or international destinations.
- b. "No Response" may include respondents who do not work or attend school, or who elected not to answer this question.

4.1 Comparison of Survey Respondents with Half Moon Bay Demographics

While a mail-in survey enables wide participation, because of who chooses to respond to it, it may contain biases. In survey sampling, bias refers to the tendency of a statistic from the returned surveys to over- or under-represent the population segments being queried. For example:

Self-Selection Bias. As is common with a census-style survey, only a fraction of the surveys were returned. Generally speaking, some groups are more likely to return a survey than others. When results are extrapolated to represent the entire city, the assumption is that the group that was surveyed has the same traits or preferences as ones who were not surveyed. However, various groups may be under-represented.

Age Bias. While surveys were distributed to all residents Half Moon Bay, it is likely that only one person in each household replied, and likely that the person who responded was the head of the household, or parent, if the household included children. Therefore, the opinions, concerns, and ideas of the youth population may be underrepresented.

Demographic information on survey respondents was collected by questions 8 and 10 through 16. Table 2 below compares the reported demographics of the survey respondents with those of Half Moon Bay overall. There were notable differences between the respondents and the city's overall population in a number of categories: primary language, age, and race and ethnicity. In other words, groups underrepresented in the survey responses include those whose primary language is Spanish, those aged 40 or below, and those of Latino or Hispanic heritage. Additionally, there was slight underrepresentation of renters and those earning less than \$50,000 per year.

Table 2: Demographic Comparison - Half Moon Bay and Survey Respondents

	<i>Half Moon Bay</i>	<i>Survey Respondents</i>
Primary Language¹		
English	66%	98%
Spanish	28%	2%
Age²		
40 and below	46%	11%
41-55	7%	22%
56-65	15%	24%
66 and over	16%	31%
No Response		11%
Children at Home		
No	70%	73%
Yes	30%	20%
No Response		6%
Employment³		
Full-Time and Self-Employed		57%
Part-Time		7%
Retired		31%
Other ⁴		2%
No Response		2%
Gender		
Male	49%	39%
Female	51%	54%
No Response		7%
Household Income (2013)		
Less than \$25,000	10%	5%
\$25,000-\$49,999	17%	8%
\$50,000-\$74,999	12%	13%
\$75,000-\$99,999	13%	11%
\$100,000-\$150,000	17%	18%
\$150,000+	31%	32%
No Response		14%
Housing Tenure		
Own	68%	83%
Rent	32%	12%
No Response		4%

Table 2: Demographic Comparison - Half Moon Bay and Survey Respondents

	<i>Half Moon Bay</i>	<i>Survey Respondents</i>
Length of Residence⁵		
0 to 5 years		22%
6 to 10 years		13%
11 to 15 years		15%
16 to 20 years		10%
21 or more years		34%
No Response		6%
Race/Ethnicity		
Asian or Asian American	4%	3%
Caucasian or White ⁶	62%	79%
Latino or Hispanic ⁷	31%	4%
Other ⁸	3%	5%
No Response		10%

Notes:

1. "Primary Language Spoken at Home" used as a comparison for whether the survey was completed in English or Spanish. The total for Half Moon Bay does not sum to 100% because some households use a primary language other than English or Spanish.
2. This comparison uses the Census 2010 categories of "Below 40," "40-54," "55-64," and "65 and over."
3. The Census does not provide employment status data in a form that is directly comparable to the question posed in the Plan Half Moon Bay survey.
4. Other employment includes Not Employed, Student, and Homemaker responses.
5. The Census does not provide data on length of residence in a form that is directly comparable to the question posed in the Plan Half Moon Bay survey.
6. Caucasian or white, non-Hispanic.
7. Latino or Hispanic ethnicity
8. Includes African American or Black, Pacific Islander, Mixed, and Other responses.

Sources: U.S. Census Bureau, 2010 Census; U.S. Census Bureau, 2007-2011 American Community Survey; U.S. Census Bureau, 2008-2012 American Community Survey

In the analysis that follows, cross-tabulation results are only discussed in the survey results analysis where largest differences among group characteristics, or for questions where individual groups showed the most support for specific responses. All of the cross-tabulation tables are included in Appendix C.

5 Survey Results

Responses to survey questions 2-7 are summarized below (Question 1 asked participants if they lived and/or owned a business in Half Moon Bay; results of this question are discussed in cross-tabulations for subsequent questions). Summaries include overall results for individual questions as well as selected demographic results for chosen questions. Results are shown in the form of tables and graphs.

Question 2: What do you like most about living in Half Moon Bay?

Question 2 provided an open-ended opportunity for survey respondents to describe what they like most about Half Moon Bay. Overall, 93.7 percent of respondents answered this question. There was great variety in the individual responses, but the majority focused on the city's coastal character and the community. Often, responses touched on the rural nature of Half Moon Bay; the city's natural features, such as the ocean, weather, and open spaces; the Coastside's scenic beauty; and the small-town atmosphere (full responses can be found in Appendix D). Using keywords, 16 common themes were identified among the responses. The responses were coded with these themes in order to show the frequency with which the themes were referenced. Figure 2 shows the themes and the percentage of the total responses in which each occurred. Many of the responses referenced more than one theme.

The most commonly recurring theme was "Small town atmosphere, community," which appeared in 50.3 percent of responses. Examples of responses characterized this way are:

"I love all the open space, the lower population density and all the nature. It has that small town feeling that is important to me."

"I like the small town atmosphere, the ocean and the beach and the chance/opportunity to volunteer with many different places."

"I like the proximity to the ocean, the open space and low crime rate. The city has a relaxed atmosphere and a sense of community."

"I like being close to the ocean, the bike and running paths and the small community feel."

The second-most common theme focused on the ocean and the city's coastal character, and was referenced in 40.6 percent of the responses. Examples of these include:

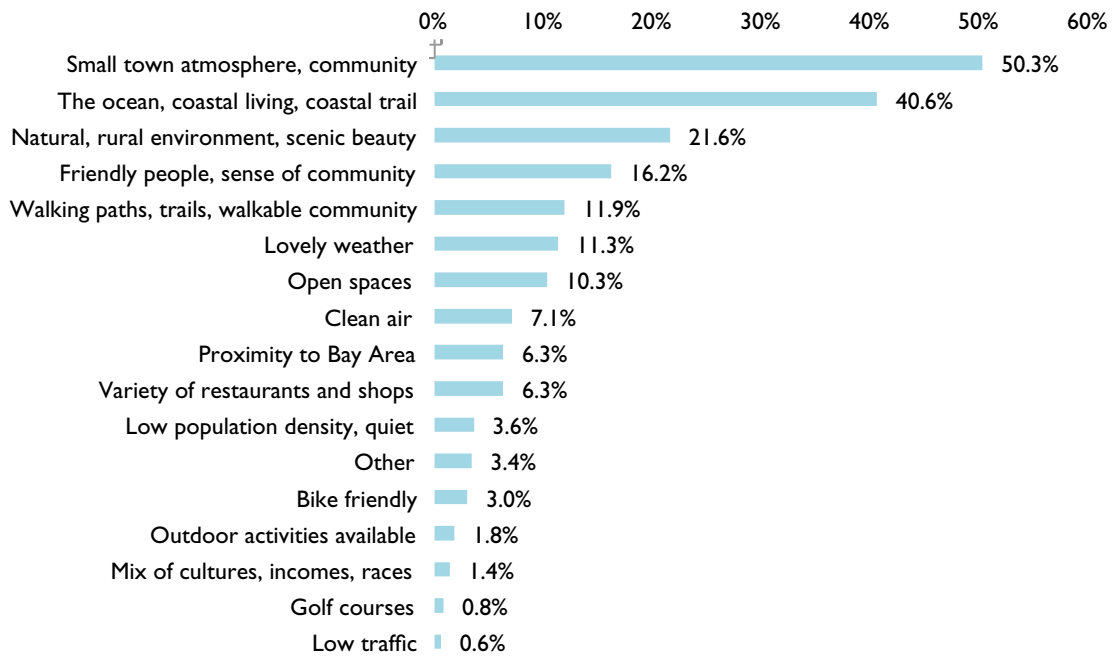
"I enjoy the community atmosphere, the energy of the ocean and great walking paths and my fabulous neighbors."

"I like the natural beauty and the pristine ocean and the forest environment."

"I love the weather, being close to the ocean, access to local, fresh produce and flowers."

Together, these were the two most frequently cited values in responses across every demographic group. The other common responses were closely related to these as well, and many may be considered factors in the city's small-town atmosphere and community feeling, and the coastal environment.

Figure 2: What do you like about Half Moon Bay? Responses coded by theme.



Notes:

- a) Individual responses may contain more than one theme.
- b) 6.3 percent of respondents did not answer this question.

Question 3: What is the one thing the City should do that would most improve Half Moon Bay?

This open-ended question sought respondents' opinions on improvements that could potentially have the most positive impact on the city. Overall, 89.0 percent of respondents responded to this question (full responses can be found in Appendix D). The written responses were coded by keyword in order to facilitate the identification of trends and commonalities. The frequency of the 24 most common themes is shown in Figure 3.

The top category was "Improve traffic, reduce congestion" (21.9 percent). All other categories garnered considerably fewer mentions; the top ones included:

- More efficient, lower cost City government (5.8 percent)
- Bridge and road repair (5.8 percent)
- Limit, stop growth (5.4 percent)
- Preserve small town environment (4.2 percent)

Additionally, 10.8 percent of the responses were categorized as "Other." There were a variety of responses in this category, with some of the ideas expressed including promotion or branding of the city for tourism, increasing public service offerings and medical care, establishing an emergency evacuation plan, building a non-tourism-based tax base, and improving cohesion among different segments of the community.

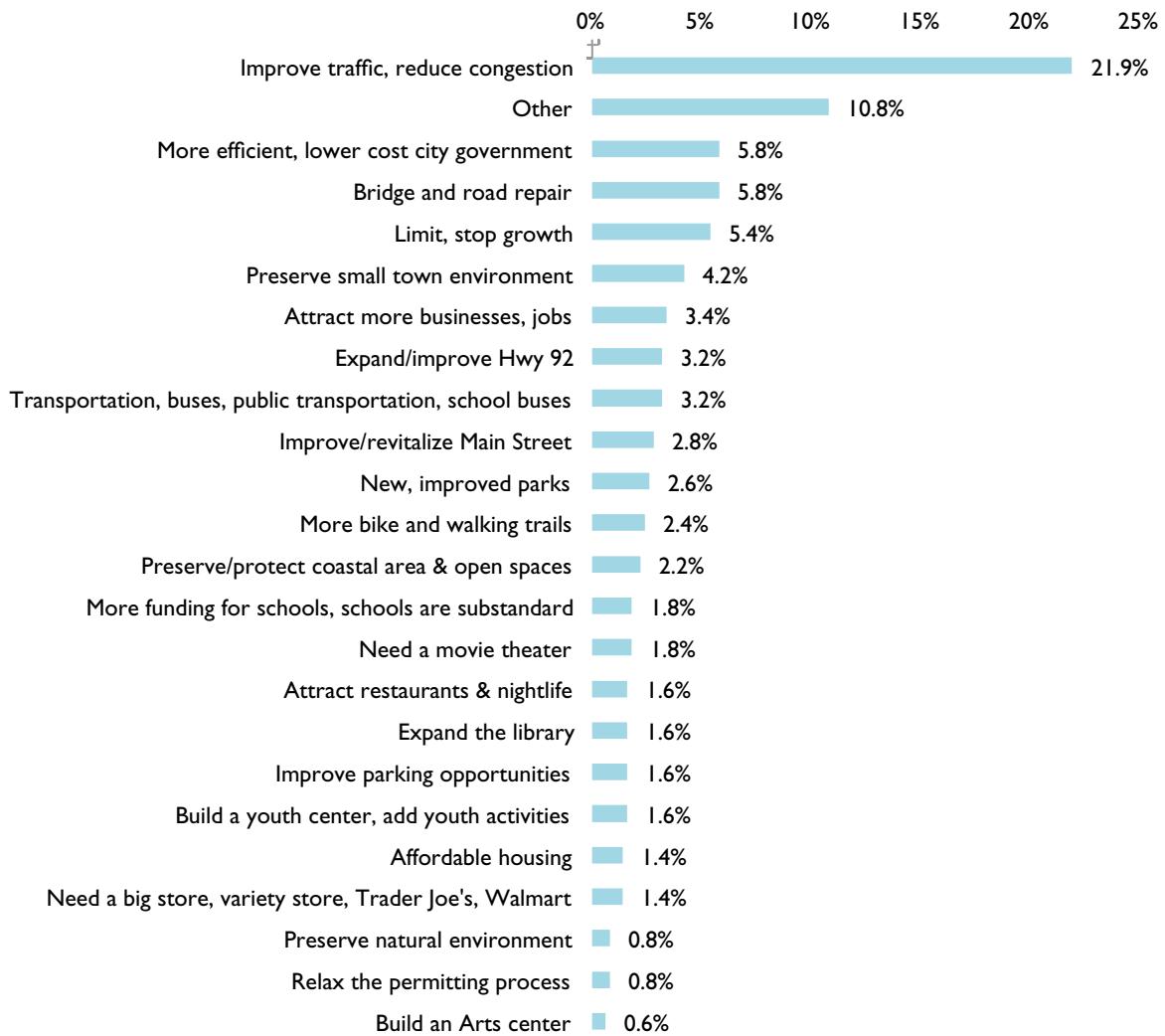
For nearly every demographic sub-group, improving traffic and reducing congestion was the most frequent response. Many of these responses spoke generally of traffic problems or congestion on the highways, and some targeted specific issues. Specified issues included creating a parallel route to Highway 1, addressing morning traffic on Kelly Avenue, improving circulation among the city's subdivisions, widening the highways or adding turn lanes, and improving safety and facilities for cyclists and pedestrians. A number of the other responses showed interest in related actions, such as Highway 92 improvements, transit improvements, and expanding bicycle and pedestrian trails.

Among respondents owning businesses in Half Moon Bay, closely following traffic improvement (14.5 percent), responses showed interest in measures that would attract more businesses and jobs (12.9 percent of business owners, compared to 3.9 percent overall), create a more efficient government (11.3 percent, compared to 5.8 percent overall), limit growth (9.7 percent, compared to 5.4 overall), and improve Main Street (8.1 percent, compared to 2.8 percent overall).

Respondents with children in residence were particularly supportive of measures that would increase recreational opportunities for families and youth. These included building a youth center (6.9 percent, compared to 0.3 percent of those without children and 1.6 percent overall), expanding the bicycle and pedestrian trail network (5.9 percent, compared to 1.6 percent of those without children and 2.4 percent overall), improving school funding and performance (4.9 percent, compared to 0.8 percent of those without children and 1.8 percent overall), and

improving parks (3.9 percent, compared to 2.5 percent of those without children and 2.6 percent overall).

Figure 3: What is the one thing the City should do that would most improve Half Moon Bay? Responses coded by theme.



Note:

a) 11 percent of respondents did not answer this question.

Respondents who were renting their homes were less likely to mention limiting or stopping growth (1.6 percent, compared to 6.3 percent of homeowners and 5.4 percent overall), and were more likely to show interest in improving transit options (8.2 percent, compared to 2.7 percent of

homeowners and 3.2 percent overall), increasing the number of businesses and jobs (9.8 percent, compared to 2.4 percent of homeowners and 3.4 percent overall), and adding restaurants and nightlife (6.6 percent, compared to 0.5 percent of homeowners and 1.6 percent overall).

Respondents aged 40 or below did not mention preserving the small-town atmosphere or limiting growth, and instead focused on park improvement (7.4 percent, compared to 2.6 percent overall), transit options (5.6 percent, compared to 3.6 percent overall), and preserving or protecting coastal area and open spaces (5.6 percent, compared to 2.2 percent overall).

For Spanish language responders, “More funding for schools, schools are substandard” had exactly the same number of mentions as improving traffic and congestion.

Respondents making less than \$25,000 per year were the only demographic division for which traffic and congestion-related responses were not the most common. Instead, the most frequent suggestion for this sub-group was a related interest in improving transit options, making up 11.5 percent of the sub-group’s responses, compared to 3.2 percent of all responses.

Question 4: Please indicate your support of the following actions for the City of Half Moon Bay over the next 20 years.

Respondents were asked to rate 11 planning actions in terms of whether they “strongly support,” “support,” are “neutral,” “oppose,” or “strongly oppose” each action. The question was intended to gauge and compare the community’s priorities across a variety of issue areas.

Survey results were assigned a numerical score (from -2 for “strongly oppose” to 2 for “strongly support”) in order to determine a composite ranking for each action, shown in Figure 4 below. “Preserve environmental resources and open space” was the highest ranked among respondents at 1.37, followed by “Promote downtown vitality” at 1.23. The three circulation-related actions (“Enhance access to the coast,” “Provide more walking destinations/opportunities,” and “Improve transportation and connections”) ranked similarly with one another, with composite scores of .99 or .98. Creating parks (0.77), providing a cultural arts complex (0.71), and promoting more stores and services (0.65) also ranked similarly with one another. “Provide more office and business incubation space” ranked lowest at 0.19.

A majority (61.4 percent) of survey respondents indicated strong support for “Preserve environmental resources and open space,” with an additional 20.5 percent indicating support. All demographic divisions of respondents showed a majority in strong support, with the exception of those with incomes less than \$25,000, of which 50.0 percent were in strong support.

“Promote downtown vitality” had the second-highest percentage of “strongly support” ratings at 46.6 percent of respondents, with another 35.1 percent indicating support, thus making it the action with the highest percentage of overall support. Generally, this response was strongly supported by 40 to 60 percent of respondents in each demographic group. Exceptions included Spanish-language responders, for which 16.7 percent selected “strongly support,” and

respondents with incomes less than \$25,000 per year with 34.6 percent (note that these two groups had relatively small response sizes). Groups showing the highest percentages of strong support or support were respondents aged 40 or below (59.3 percent strongly support, 35.2 percent support), renters (59.0 percent strongly support, 27.9 percent support), those with incomes \$150,000 or higher (58.1 percent strongly support, 31.3 percent support), and those employed part-time (59.5 percent strongly support, 29.7 percent support).

“Enhance access to the coast – trail connections, parking” was strongly supported by 38.2 percent of respondents, and supported by 34.3 percent. Groups more likely to support this action included residents of 0 to 5 years’ tenure, respondents with children in residence, respondents aged 40 or below, Asians and Asian Americans, and Hispanic and Latino respondents.

“Promote housing for a variety of income groups and age ranges,” was supported or strongly supported by 49.4 percent of respondents, while also generating some opposition or strong opposition (21.0 percent). It tended to be more popular among Half Moon Bay business owners (53.3 percent overall support), residents of 0 to 5 years’ tenure (55.1 percent overall support), those living with three or more adults (64.3 percent overall support), renters (62.2 percent overall support), those aged 40 and below (55.5 percent overall support), and those employed part-time (67.5 percent overall support).

“Promote tourism – more events, restaurants, etc.” was strongly supported by 15.7 percent of respondents, and supported by 27.7 percent, though it did generate the highest percentage of opposition among the proposed actions, with 14.9 percent opposed and 6.8 percent strongly opposed. Support and opposition for this action was similar across all demographic divisions, with slightly higher percentages of overall support from business owners, respondents aged 40 or below (53.7 percent overall support), and respondents earning \$150,000 or higher (51.9 percent overall support).

The action with the lowest percentage of overall support was “Provide more office and business incubation space” (10.8 percent strongly support, 23.9 percent support), though this also had the highest percentage of “neutral” ratings (41.0 percent). This action found higher percentages of support among business owners (50.0 percent overall support) and those earning \$100,000 to 15,000 (40.2 overall support) and 150,000 or more (39.4 percent overall support). None of the outlined actions generated a negative response (that is, more opposition than support).

Figure 5 summarizes the percentage of all respondents that selected each ranking for the actions presented in the survey. These represent the actual percentages that were used to calculate the composite rankings shown in Figure 4.

Figure 4: Planning Actions Ranked

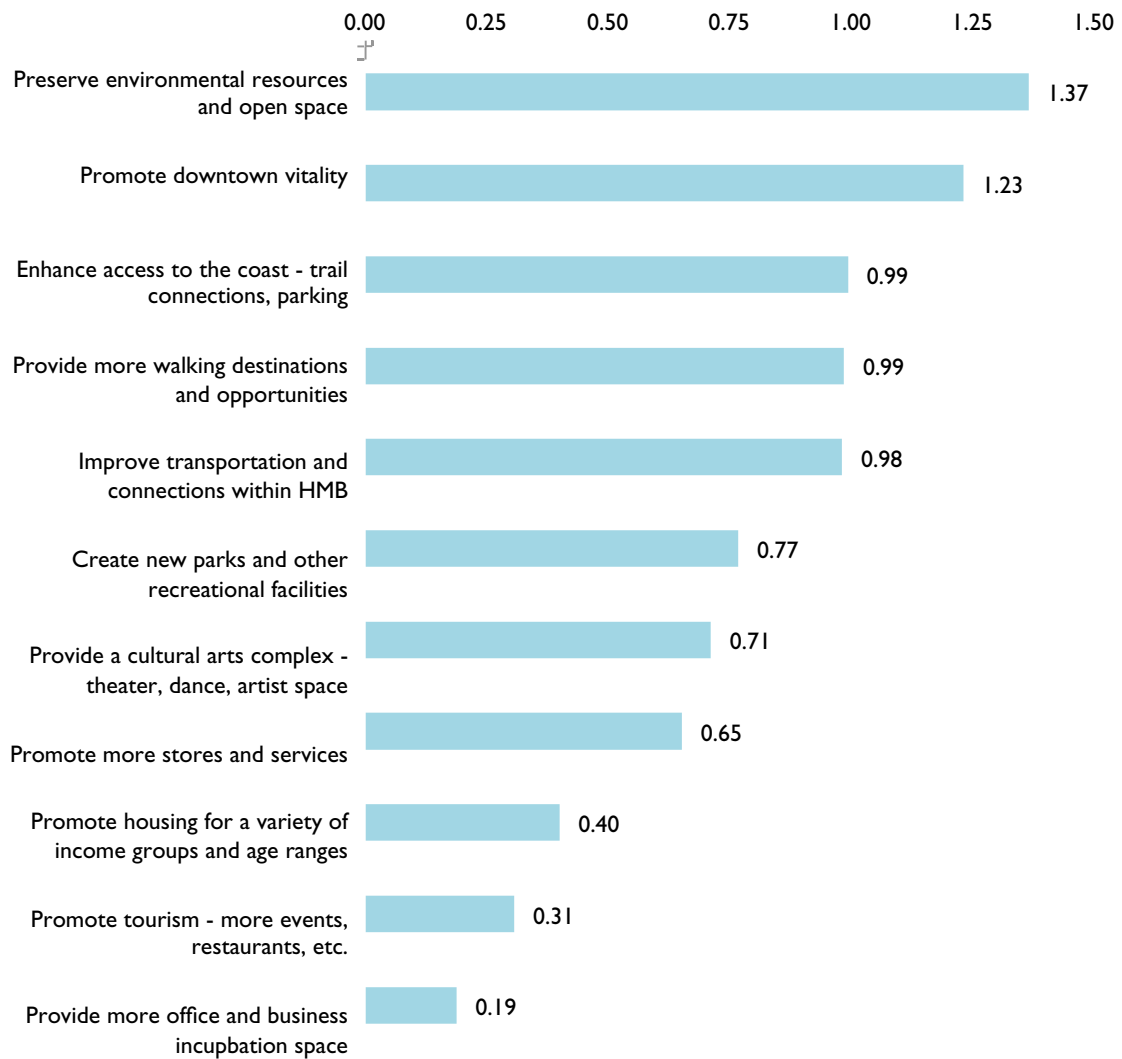
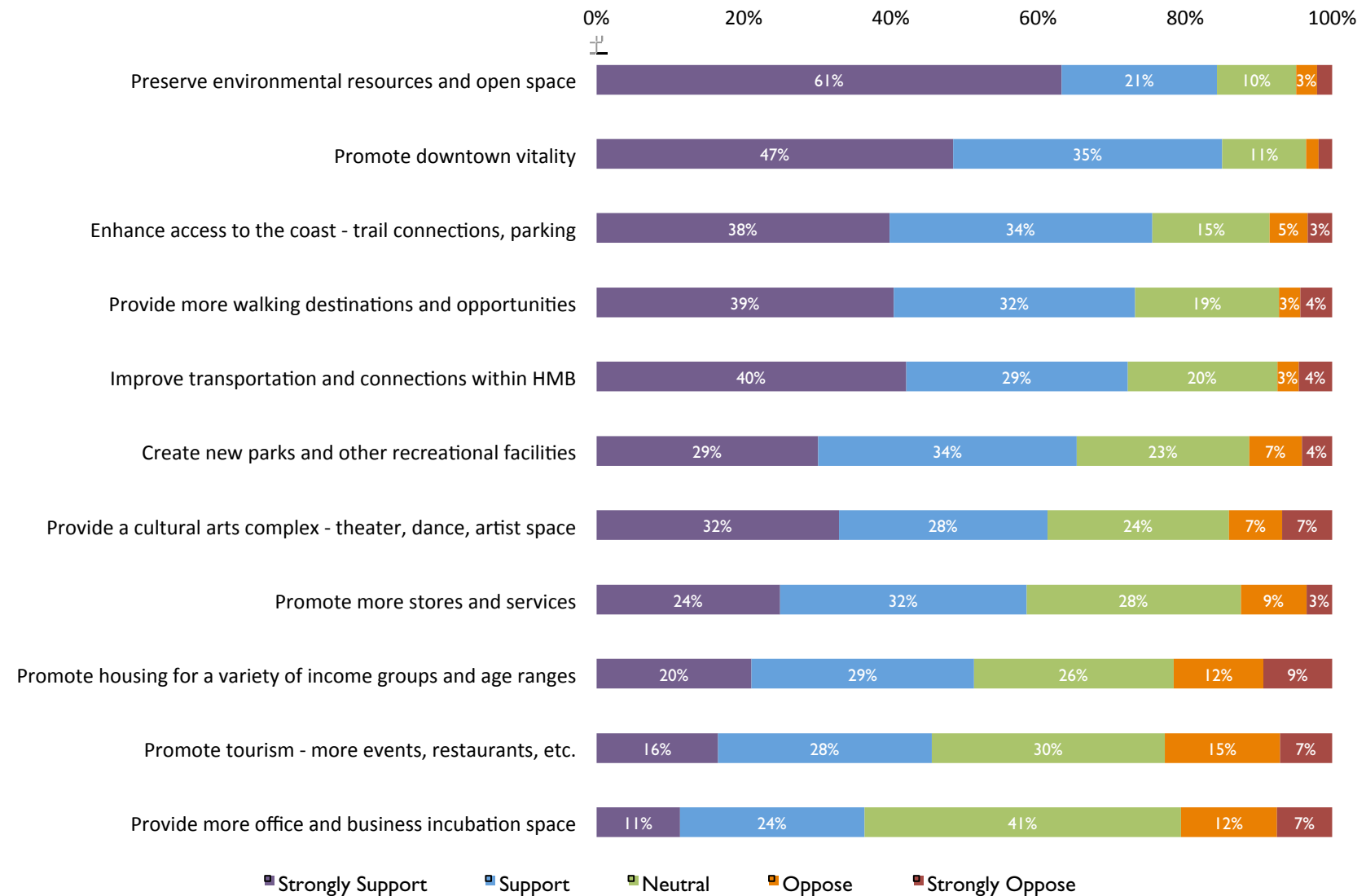


Figure 5: Support for Planning Actions (all responses)



Question 5: Please indicate your level of support for the following items for transportation in Half Moon Bay.

Respondents were asked to specify levels of support for eight potential actions to improve transportation in Half Moon Bay by indicating “strongly support,” “support,” “neutral,” “oppose,” or “strongly oppose” for each action.

Survey results were assigned a numerical score (from -2 for “strongly oppose” to 2 for “strongly support”) in order to determine a composite ranking for each action, shown in Figure 6 below. “Provide new multi-use trails and bike paths” was ranked highest on this scale, with a score of 1.09, followed by “Improve crossings of Highways 1 and 92 for vehicles, bikes, pedestrians” at 0.92. Adding parallel routes to Highway 1, providing parking and shuttle service during summer weekends and events, and expanding bus service all ranked similarly, with scores of 0.77 or 0.75. The lowest-ranked action was “Make Highway 1 four lanes throughout the city,” with a score of 0.3.

“Provide new multi-use trails and bike paths” received the highest percentage of “strongly support” ratings (43.8 percent), and with an additional 31.9 percent indicating support, was the action with the highest percentage of overall support. It also had the lowest percentage of “strongly oppose” ratings (3.2 percent) and is one of two actions with the lowest percentage of overall opposition (7.6 percent). Differences among demographic groups included generally higher levels of overall support from higher income levels; a higher “strongly support” rate among respondents with children in residence than among those without (though there was a similar “support” rate between both groups); and a higher “strongly support” rate among younger age groups than older ones (though “support” rates were similar for all age groups).

“Improve crossings of Highways 1 and 92 for vehicles, bikes, pedestrians” had the second-highest percentage of “strongly support” ratings (39.2 percent), with an additional 27.7 percent of respondents indicating support. It had the second-lowest percentage of “strongly oppose” ratings, and the second-lowest percentage of overall opposition (9.6 percent). Respondents who had been living in Half Moon Bay for 0 to 5 years tended to be more supportive and less opposed to this measure overall, while by comparison those who had lived there 16 to 20 and 21 or more years tended to show more opposition. Women tended to be more strongly supportive of this measure than men, while men tended to be more neutral. Respondents with children in residence tended to be more supportive and less opposed to this measure overall. In terms of age, those aged 40 or below had both a higher “strongly support” rate and “strongly opposed rate,” and support generally decreased as ages increased. Those identifying as Caucasian or White had a lower percentage of overall support than respondents from other ethnic groups (note that these ethnic groups had relatively small sample sizes).

“Add more parallel routes to Highway 1 for vehicles, bikes, pedestrians” had the third-highest percentage of “strongly support” ratings (36.9 percent), with an additional 25.9 percent of respondents indicating support. Though it had the third-highest percentage of overall support, this action also had the third-highest percentage of overall opposition (6.8 percent strongly

oppose, 8.8 percent oppose). This measure had higher rates of support from residents of 0 to 5 years and those aged 40 or below.

“Provide parking, shuttle services during summer weekends, special events” and “Expand bus service” had similar rating distributions, with nearly the same percentage of respondents indicating “strongly support” (29.3 percent and 27.1 percent, respectively), and the same percentage indicating “support.” However, respondents appeared to feel more strongly towards providing parking and shuttle service, as this action received a lower percentage of “neutral” ratings (23.3 percent, compared to 29.3 percent for bus service) and a higher percentage indicating overall opposition (5.2 percent strongly oppose, 5.6 percent oppose). Shuttle service had higher percentages of support among women (67.4 percent overall support) and respondents living with three or more adults (73.8 percent overall support), as well as respondents identifying as ethnicities other than Caucasian or White. Preferences for bus service followed the same pattern, with those earning less than \$75,000 also showing more overall support.

“Make Highway 1 four lanes through the city” was the only action for which support was neutral. This action had the lowest percentage of overall support (26.5 percent strongly support, 14.1 percent support), the highest percentage of “strongly oppose” ratings (23.1 percent), and the highest percentage of respondents indicating overall opposition (40.6 percent). Demographic groups showing higher percentages of support for this action include residents who have lived in Half Moon Bay for 0 to 5 years (57.0 percent overall support), those with children in residence (50.0 percent overall support), and those aged 40 or below (55.6 percent overall support).

Figure 7 summarizes the percentages of each rating for all responses. It represents the actual percentages that were used to calculate the composite rankings.

Figure 6: Transportation Actions Ranked

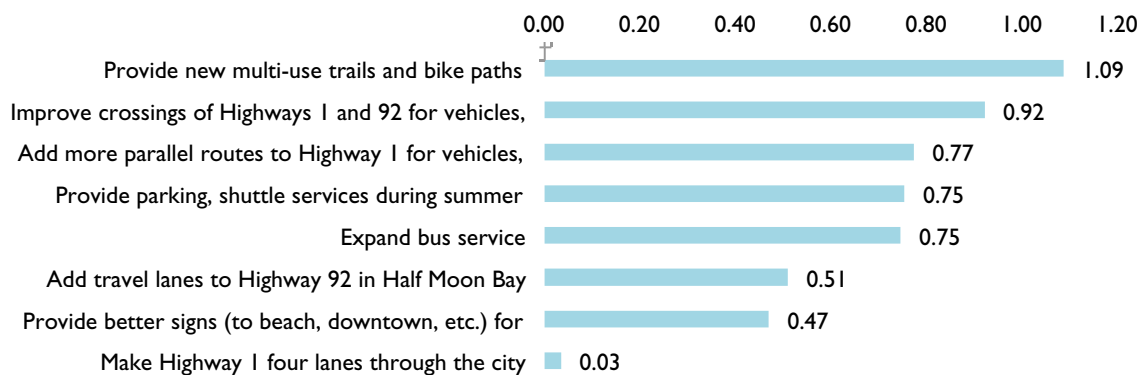
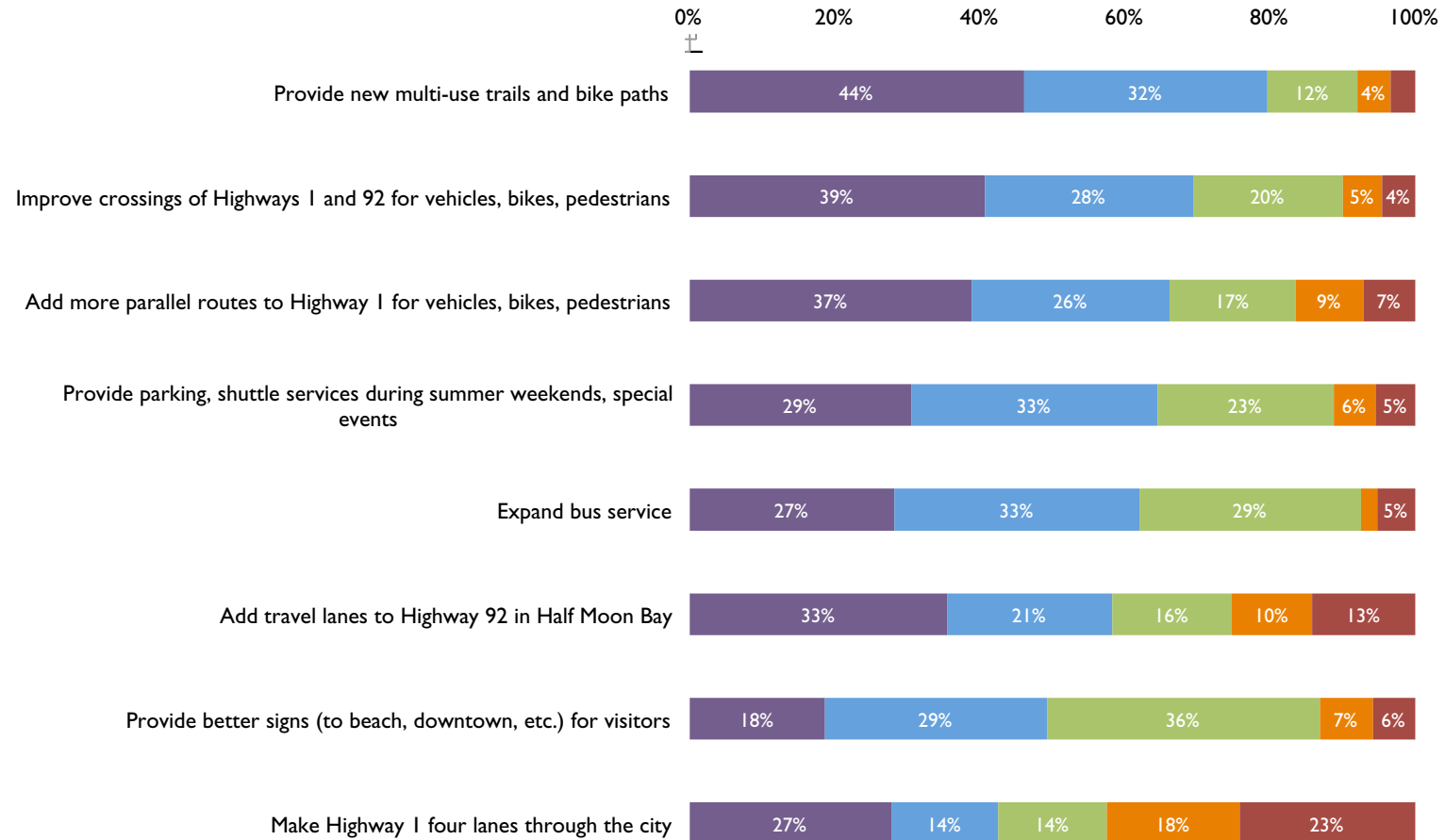


Figure 7: Support for Transportation Actions (all responses)



Question 6: What is the best way for the City to generate revenue to support City programs, services, and infrastructure maintenance?

Question 6 asked respondents to use a scale of 1 to 6 to rank six ideas for the generation of revenue to support City programs, services, and infrastructure, with 1 indicating the best idea and 6 indicating the worst. Respondents were allowed to use each number only once; one of the options was an open-ended “Other” response to be specified by the respondent. Average ratings for each item are shown in Table 3 below; lower numbers represent higher levels of support while higher numbers represent lower levels of support.

Respondents tended to be most supportive of the self-defined “Other” option. Of the options defined by the survey, the best-ranked was “More hotels and tourism that provide revenue;” on average, this was consistently the best-ranked of the survey-defined options across all demographic divisions. The lowest-ranked was “Increased fees and assessments for water, sewer, and storm drain infrastructure,” which was consistently among the two lowest-ranked options for each demographic group. In general, preferences across demographic divisions were similar to those of all survey respondents as a whole. The only notable differences between the sub-groups were a lower average ranking among renters for a sales tax increase, and a corresponding lower average ranking among homeowners for increased infrastructure assessments; a bottom ranking among the 41-55 year age group for residential development (ranked second or third for all other age groups); a bottom ranking among those with incomes \$150,000 or higher for residential development (ranked second or third for all other income levels).

Table 3: Opportunities for the City to Generate Additional Revenue

<i>Option</i>	<i>Average Rating</i>
Some other revenue generator (Appendix D)	2.52
More hotels and tourism that provide revenue	2.83
Parcel tax for specific services (such as public safety, parks, youth services, library)	3.88
Residential development that increases property tax base	4.03
Increase in voter-approved sales tax	4.17
Increased fees and assessments for water, sewer, and storm drain infrastructure	4.31

Open-ended responses for the “Other” option provided a wide variety of alternatives and suggestions. Responses included:

- Capturing spending from current visitors and residents; reducing leakage
- Reducing costs and spending more efficiently
- Promoting small businesses
- Promoting job creation

- Enforcing traffic laws
- None of the above; no new taxes
- Attracting tourism
- Restructuring tax system; progressive taxation
- Utilizing state and federal grants

Full responses can be found in Appendix D.

Question 7: What kinds of uses/amenities would you like to see in the downtown area?

Question 7 asked respondents to select “yes,” “no,” or “no opinion” regarding whether they would like to see each of eight suggested uses or amenities in downtown Half Moon Bay. Results are depicted in Figure 8. Three of the options received “yes” responses from 50 percent or more of the respondents, including “A movie theater,” “Nightlife and evening entertainment,” and “More activities and events.” Five of the options received more “yes” responses than “no” responses, including the three previously mentioned and “More small specialty shops,” “Additional public parking,” and “More restaurants and dining establishments.

The idea with most support was “A movie theater,” of which 65.5 percent of respondents were in favor. This idea also had the lowest percentage of “no” responses among the different options (19.9 percent). Groups that tended to favor this idea included respondents with three or more adults in residence (78.6 percent responded yes), those with children in residence (70.6 percent responded yes), renters (72.1 percent responded yes), those aged 40 or below (72.2 percent responded yes), and retirees (73.1 percent responded yes).

“Nightlife and evening entertainment” was favored by 53.2 percent of respondents. This idea was favored more by respondents who had lived in Half Moon Bay 15 years or less, and had comparatively higher levels of opposition from those who had been in residence longer. Those who lived with three or more adults (66.7 percent responded yes), those who had children in residence (65.7 percent responded yes), and renters (59.0 percent responded yes) also tended to favor this idea, as well as those who were employed full-time (60.6 percent responded yes), while retirees showed a lower than average level of support (39.1 percent responded yes). In terms of age groups, support was highest among those aged 40 or below (75.9 percent responded yes), and decreased as ages increased. In terms of income, support was highest among those earning \$150,000 or more, and decreased as income levels decreased.

“More activities and events” was favored by 49.6 percent of respondents. This idea tended to be more popular among those with three or more adults in residence, those with children in residence, and renters. It tended to be favored more by respondents aged 40 or below (74.1 percent responded yes), and support decreased among older age groups. Latino or Hispanic respondents also tended to favor this idea (65.0 percent responded yes).

“More specialty shops” was favored by 49.4 percent of respondents. This idea tended to be favored more by respondents who own businesses in Half Moon Bay (59.7 percent responded yes), those with higher incomes, and those who were employed full-time (58.2 percent responded yes).

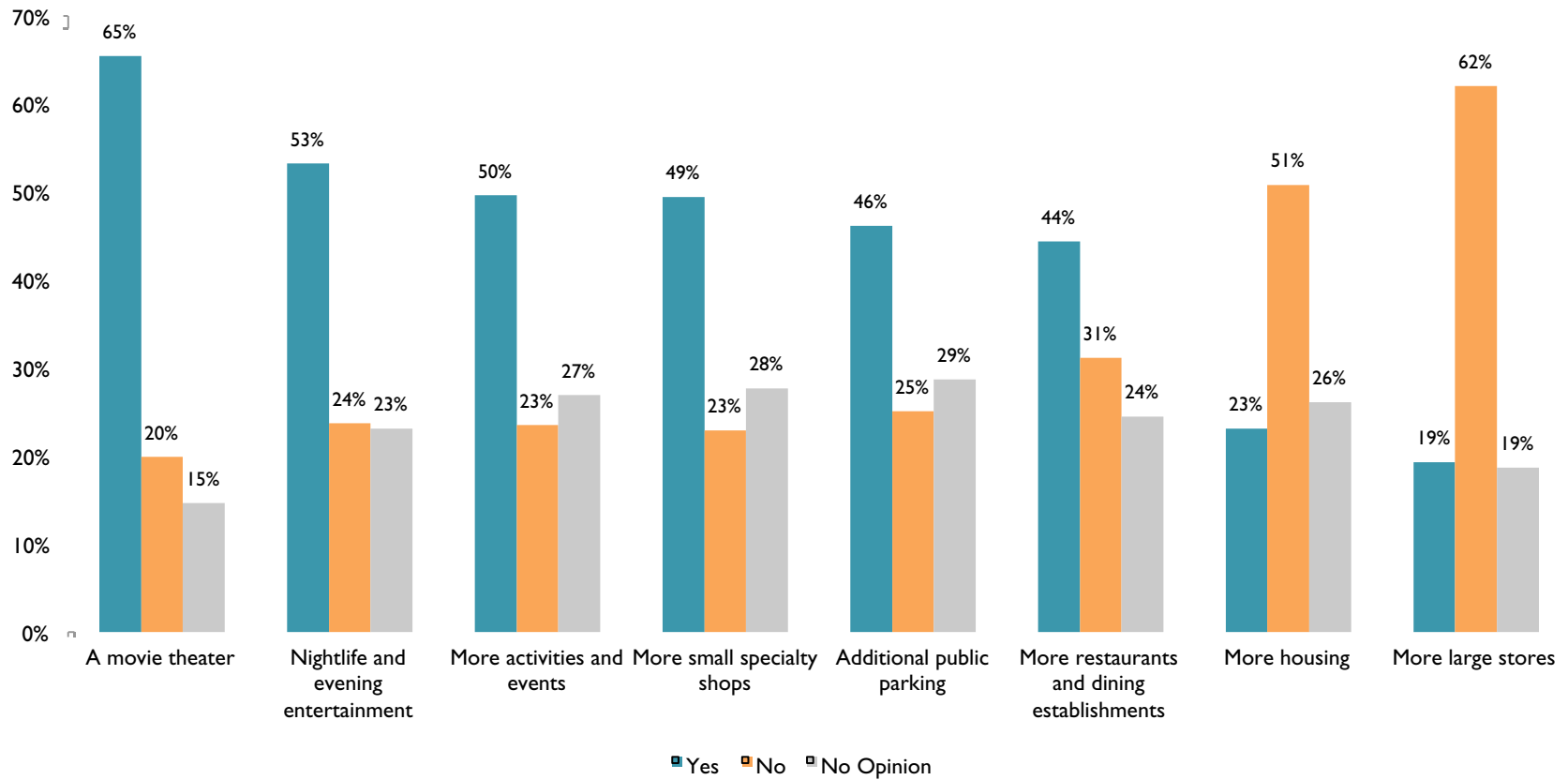
“Additional public parking” was favored by 46.2 percent of respondents. This idea tended to be more popular among those with three or more adults in residence (52.4 percent responded yes), renters (52.5 percent responded yes), and retirees (57.1 percent responded yes). In terms of age groups, support was highest among those 66 and older (55.5 percent responded yes), and decreased as ages decreased, with those aged 55 and below showing lower than average levels of support.

“More restaurants and dining establishments” was favored by 44.4 percent of respondents. This option tended to be more popular among younger respondents, those with higher incomes, those with children (51.0 percent responded yes), and those employed full-time (50.4 percent responded yes).

“More housing” was opposed by 50.8 percent of respondents. This idea was more popular among residents who have lived in Half Moon Bay for 0 to 5 years (31.8 percent yes responses), and was more unpopular among residents of 21 or more years (17.5 percent responded yes). Renters were also much more supportive of this idea than homeowners (47.5 percent of renters responded yes compared to 19.3 percent of homeowners). In terms of age groups, those aged 40 or below were the most supportive (38.9 percent responded yes), while those aged 41 to 55 were least supportive (17.9 percent responded yes). Other groups showing above-average approval included retirees (25.6 percent responded yes) and those identifying as Latino or Hispanic (35.0 percent responded yes).

“More large stores” was opposed by 62.0 percent of respondents. This option received “yes” votes from less than 30 percent of each demographic sub-group, and approval levels were particularly low among Half Moon Bay business owners, residents of 21 years or more, and those earning \$150,000 or more. Groups with higher than average approval for this idea included those with children in residence (24.5 percent yes responses), those aged 40 or below (25.9 percent responded yes), and Latino and Hispanic respondents (25.0 percent responded yes).

Figure 8: Interest in Downtown Uses and Amenities (all responses)



Appendices

Appendix A:
Survey Form (English and Spanish)

Plan Half Moon Bay Mail Survey

PLEASE RETURN BY MARCH 28, 2014

1 Do you (Please check all that apply):

☐ Live in the City of Half Moon Bay? ☐ Own a business in the City of Half Moon Bay?

2 What do you like most about living in Half Moon Bay?

3 What is the one thing the City should do that would most improve Half Moon Bay?

4 Please indicate your support of the following actions for the City of Half Moon Bay over the next 20 years:

	STRONGLY SUPPORT	SUPPORT	NEUTRAL	OPPOSE	STRONGLY OPPOSE
Promote downtown vitality.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhance access to the coast – trail connections, parking.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote more stores and services.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserve environmental resources and open space.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote tourism – more events, restaurants, etc.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create new parks and other recreational facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide more office and business incubation space.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote housing for a variety of income groups and age ranges.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide more walking destinations and opportunities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide a cultural arts complex – theater, dance, artist space.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve transportation and connections within HMB.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5 Please indicate your level of support for the following items for transportation in Half Moon Bay:

	STRONGLY SUPPORT	SUPPORT	NEUTRAL	OPPOSE	STRONGLY OPPOSE
Provide new multi-use trails and bike paths.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make Highway 1 four lanes through the city.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Add travel lanes to Highway 92 in Half Moon Bay.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve crossings of Highways 1 & 92 for vehicles, bikes, pedestrians.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Add more parallel routes to Highway 1 for vehicles, bikes, pedestrians.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide parking, shuttle services during summer weekends, special events.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expand bus service.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide better signs (to beach, downtown, etc.) for visitors.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6 What is the best way for the City to generate revenue to support City programs, services, and infrastructure maintenance? (Rank in order, with 1 being best and 6 being worst. Use each number only once.)

	1	2	3	4	5	6
More hotels and tourism that provide revenue.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Residential development that increases property tax base.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increase in voter-approved sales tax.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parcel tax for specific services (such as public safety, parks, youth services, library).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased fees and assessments for water, sewer, and storm drain infrastructure.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7 What kinds of uses/amenities would you like to see in the downtown area?

	YES	NO	NO OPINION
More activities and events.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More restaurants and dining establishments.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More small specialty shops.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More large stores.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More housing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A movie theater.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nightlife and evening entertainment.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional public parking.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8 What is your employment status?

- | | |
|---|------------------------------------|
| <input type="checkbox"/> Employed full-time | <input type="checkbox"/> Student |
| <input type="checkbox"/> Employed part-time | <input type="checkbox"/> Homemaker |
| <input type="checkbox"/> Self-employed | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Not employed | |

9 Where do you go to work or school? (If applicable)

- | | |
|--|--|
| <input type="checkbox"/> Half Moon Bay | <input type="checkbox"/> Other San Mateo County |
| <input type="checkbox"/> Montara, Moss Beach
Princeton, or El Granada | <input type="checkbox"/> San Francisco |
| <input type="checkbox"/> Pacifica | <input type="checkbox"/> Other (Please specify)
_____ |

The following information is for statistical purposes only and will be helpful when analyzing survey results:

10 What is your Age? ____ years

11 How many people live in your home?

____ Adults ____ Children under 18

12 Do you own or rent your home?

- ☐ Own ☐ Rent

13 How long have you lived in Half Moon Bay? ____ years.

14 You are: ____ Male ____ Female

15 What was your total household income in 2013?

- | | |
|---|--|
| <input type="checkbox"/> Less than \$25,000 | <input type="checkbox"/> \$75,000-\$99,999 |
| <input type="checkbox"/> \$25,000-\$49,999 | <input type="checkbox"/> \$100,000-\$150,000 |
| <input type="checkbox"/> \$50,000-\$74,999 | <input type="checkbox"/> \$150,000+ |

16 With what ethnic group do you most identify?

- | | |
|--|---|
| <input type="checkbox"/> African American or Black | <input type="checkbox"/> Native American |
| <input type="checkbox"/> Asian or Asian American | <input type="checkbox"/> Pacific Islander |
| <input type="checkbox"/> Caucasian or White | <input type="checkbox"/> Mixed |
| <input type="checkbox"/> Latino or Hispanic | <input type="checkbox"/> Other |

Thank you! For more information, go to: planhmb.org

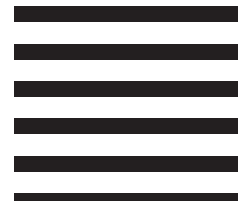
(Fold into thirds along both creases as indicated above and below so return address shows on outside, then seal the top right and left edges closed with tape and mail.)



POSTAGE WILL BE PAID BY ADDRESSEE

CITY OF HALF MOON BAY PLANNING DEPARTMENT
501 MAIN ST
HALF MOON BAY CA 94019-9800

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



1 Usted (Por favor marque todas las que apliquen):

☐ ¿Vive en la Ciudad de Half Moon Bay? ☐ ¿Tiene negocio en la Ciudad de Half Moon Bay?

2 ¿Qué le gusta más sobre vivir en Half Moon Bay?

3 ¿Cuál es la cosa singular que la Ciudad puede hacer que más mejoraría Half Moon Bay?

4 Por favor indique su nivel de apoyo de las siguientes acciones para Half Moon Bay en los próximos 20 años:

	FUERTEMENTE APOYO	APOYO	NEUTRAL	OPONGO	FUERTEMENTE OPONGO
Promover vivacidad en el centro.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aumentar acceso a la costa – senderos, estacionamiento.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promover más tiendas y servicios.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preservar recursos medioambientales y espacio abierto.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promover el turismo – más eventos, restaurantes, y otros.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crear nuevos parques y otros facilidades de recreo.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proveer más espacio para oficinas y la incubación de empresas.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promover alojamiento para una variedad de grupos de ingreso y edad.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proveer más destinos y oportunidades accesibles por caminar.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proveer un complejo de artes culturales – teatro, danza, espacio artista.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mejorar transportación y conexiones dentro de HMB.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5 Por favor indique su nivel de apoyo de los siguientes artículos para transportación en Half Moon Bay:

	FUERTEMENTE APOYO	APOYO	NEUTRAL	OPONGO	FUERTEMENTE OPONGO
Proveer nuevos senderos de varios usos y senderos para bicicletas.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cambiar Carretera 1 a cuatro carriles a través de la ciudad.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Añadir carriles a Carretera 92 en Half Moon Bay.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mejorar cruces de Carreteras 1 y 92 para vehículos, bicicletas, peatones.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Añadir más rutas paralelas a Carretera 1 para vehículos, bicicletas, peatones.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proveer estacionamiento, servicio de enlace durante fines de semana, eventos especiales.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extender servicio de autobus.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proveer señales mejores (a la playa, al centro, otros) para visitantes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6 ¿Qué es la mejor manera para la Ciudad para generar ingresos públicos para apoyar programas municipales, servicios, y mantenimiento de infraestructura? (Clasifique en orden, con 1 lo mejor y 6 lo peor. Use cada número solamente una vez.)

	1	2	3	4	5	6
Más hoteles y turismo que provee ingresos.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desarrollo residencial que aumenta el base imponible sobre la propiedad.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aumento en IVA aprobado por votantes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Impuesto de parcela para servicios específicos (tales como seguridad pública, parque, servicios para jóvenes, biblioteca).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tarifas y estimaciones aumentadas para infraestructura de agua, alcantarilla, y desagüe.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otro (especifique).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7 ¿Qué tipos de usos/amenidades le gustaría ver in el centro de la ciudad?

	SÍ	NO	NO OPINIÓN
Más actividades y eventos.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Más restaurantes y establecimientos de comedor.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Más tiendas pequeñas especializadas.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Más tiendas grandes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Más alojamiento.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Un cine.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vida nocturna y entretenimiento vespertino.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adicional estacionamiento público.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8 ¿Cuál es su estado de empleo?

- ☐ Empleado a tiempo completo ☐ Estudiante
☐ Empleado a tiempo parcial ☐ Ama de Casa
☐ Trabajador autónomo ☐ Jubilado
☐ No empleado

9 ¿Dónde va usted a trabajo o escuela? (Si aplicable)

- ☐ Half Moon Bay ☐ Otra localidad en San
☐ Montara, Moss Beach Mateo County
☐ Princeton, o El Granada ☐ San Francisco
☐ Pacifica ☐ Otro (Especifique)

La información siguiente es exclusivamente para usos estadísticos y será útil en analizar los resultados de la encuesta:

10 ¿Cuántos años tiene usted? ____ años

11 ¿Cuántas personas viven en su casa?

____ Adultos ____ Niños menores de 18 años

12 ¿Usted es dueño o alquila su casa?

- ☐ Dueño ☐ Alquila

13 ¿Cuántos años ha vivido usted en Half Moon Bay? ____ años

14 Usted es: ____ Hombre ____ Mujer

15 ¿Cuál fue su ingreso familiar total en 2013?

- ☐ Menos de \$25,000 ☐ \$75,000-\$99,999
☐ \$25,000-\$49,999 ☐ \$100,000-\$150,000
☐ \$50,000-\$74,999 ☐ \$150,000+

16 ¿Con cuál grupo étnico más se identifica usted?

- ☐ Americano-africano o negro ☐ Nativo Americano
☐ Asiático/Sur Asiático ☐ Isleño Pacífico
☐ Caucásico o blanco ☐ Mezcla
☐ Latino o Hispano ☐ Otro

¡Gracias! Para más información, visite: planhmb.org

(Doble en tres partes a lo largo de los dos pliegues como se indica arriba y abajo para que se ve la dirección del remitente al exterior, luego sellar los bordes derecha y izquierda superiores con cinta adhesiva y mándelo.)



BUSINESS REPLY MAIL
FIRST-CLASS MAIL HALF MOON BAY, CA

POSTAGE WILL BE PAID BY ADDRESSEE

CITY OF HALF MOON BAY PLANNING DEPARTMENT
501 MAIN ST
HALF MOON BAY CA 94019-9800

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

Appendix B: Newsletter



Plan Half Moon Bay

www.planhmb.org

Half Moon Bay: Planning for the Future

Perched against the backdrop of the Pacific Coast, open bluffs, and forested hills, Half Moon Bay has one of the most scenic settings in the Bay Area. The oldest town in San Mateo County, Half Moon Bay has a thriving historic downtown and unique agricultural heritage. Combined with the welcoming and community-oriented nature of our residents, it's easy to see what makes Half Moon Bay such a great place to live, work, and play.

The City of Half Moon Bay has recently initiated an exciting, collaborative process to update our General Plan, the Local Coastal Program (LCP), and the Zoning Ordinance. The current General Plan and the LCP date back to the early 1990s, and are no longer reflective of current conditions or priorities. Through the update process, relevant existing goals and strategies will be confirmed, and new ones defined to reflect the community's aspirations for the future. A collaborative process will help define a common vision for the future, as well as proposals to effectively carry out this vision.

Half Moon Bay: Planificación para el Futuro

Situado contra el fondo de la Costa Pacífica, riscos abiertos, y colinas arboladas, Half Moon Bay tiene uno de los marcos más pictorescos en el Bay Area. La ciudad más vieja en el Condado de San Mateo, Half Moon Bay tiene un próspero centro histórico y un único patrimonio agrícola. En combinación con el carácter de bienvenida y orientado a la comunidad de nuestros residentes, es fácil ver lo que hace Half Moon Bay un gran lugar para vivir, trabajar y jugar.

La Ciudad de Half Moon Bay recién ha iniciado un emocionante proceso de colaboración para actualizar nuestro Plan General, el Programa Costero Local (PCL), y Ordenanza de Zonificación. El actual Plan General y el PCL son de los primeros 1990s y ya no reflejan las condiciones o prioridades actuales. A través del proceso de actualización, se confirmarán los objetivos y las estrategias pertinentes existentes y se definirán unos nuevos para reflejar las aspiraciones de la comunidad para el futuro. Un proceso de colaboración ayudará a definir una visión común para el futuro, así como propuestas para llevar a cabo esta visión.

We want to hear
from you!
Mail in the attached
survey &
Visit: planhmb.org



PLANNING DEPARTMENT 501 Main Street Half Moon Bay, CA 94019

PRST STD
US POSTAGE
PAID

POSTAL CUSTOMER

Get Involved!

To be successful, the planning effort needs to reflect the goals and priorities of those who live and work in Half Moon Bay. No matter how much time you have, there are ways to contribute and make your voice heard. Just tear off the survey, fold, and drop it into the mailbox, no postage necessary.

Visit PlanHMB.org!

Visit the project website www.planhmb.org to learn more about the project and sign up to be on the email list to receive notifications about the project, events, and ways to stay involved. You'll also find a schedule, details on upcoming meetings and workshops, background information, maps, project reports, and more.

Attend our first Community Workshop!

Department Operations Center
537 Kelly Avenue
Half Moon Bay CA 94019



¡Partícipe!

Para tener éxito, el esfuerzo de planificación tiene que reflejar los objetivos y las prioridades de aquellos que viven y trabajan en Half Moon Bay. No importa cuanto tiempo tenga usted, hay maneras de contribuir y hacer que su voz sea oída. Simplemente arranque la encuesta, doble, y entréguelo en el buzón, no franqueo necesario.

¡Visite PlanHMB.org!

Visite el sitio del proyecto www.planhmb.org para aprender más sobre el proyecto y registrarse en la lista de correo electrónico para recibir notificaciones sobre el proyecto, eventos, y maneras de participar. También encontrará un horario, detalles de las próximas reuniones y talleres, y antecedente información, mapas, reportes del proyecto, y mucho más.

¡Asista nuestro primer Taller Comunitario!

Department Operations Center
537 Kelly Avenue
Half Moon Bay CA 94019



Appendix C-I:
Responses Cross-Tabulated by
Question 1, Question 3, and Language

Community Survey Report
Appendix C-1

Q2 - What do you like most about living in Half Moon Bay?	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
Small town atmosphere, community	50.3%	50.5%	56.5%	46.2%	49.3%	54.2%	49.0%	53.5%	50.5%	41.7%
The ocean, coastal living, coastal trail	40.6%	41.6%	37.1%	50.9%	52.2%	44.4%	32.7%	31.8%	40.8%	33.3%
Natural, rural environment, scenic beauty	21.6%	22.0%	22.6%	21.7%	20.9%	19.4%	24.5%	21.2%	21.9%	8.3%
Friendly people, sense of community	16.2%	16.2%	21.0%	25.5%	23.9%	15.3%	12.2%	10.6%	16.4%	8.3%
Walking paths, trails, walkable community	11.9%	12.1%	12.9%	17.0%	17.9%	5.6%	12.2%	10.0%	12.2%	
Lovely weather	11.3%	11.6%	9.7%	11.3%	11.9%	8.3%	14.3%	11.2%	11.6%	
Open spaces	10.3%	10.4%	12.9%	5.7%	16.4%	8.3%	14.3%	9.4%	10.6%	
Clean air	7.1%	7.3%	3.2%	4.7%	4.5%	8.3%	14.3%	6.5%	7.2%	
Variety of restaurants and shops	6.3%	6.4%	1.6%	16.0%	3.0%	4.2%	4.1%	4.1%	6.2%	8.3%
Proximity to Bay Area	6.3%	6.4%	9.7%	8.5%	1.5%	13.9%		4.1%	6.4%	
No Answer	6.3%	5.6%	4.8%	1.9%	7.5%	6.9%	6.1%	7.1%	5.8%	25.0%
Low population density, quiet	3.6%	3.7%	3.2%	1.9%	1.5%	1.4%	4.1%	7.1%	3.7%	
Other	3.4%	3.3%	9.7%	0.9%	4.5%			6.5%	3.5%	
Bike friendly	3.0%	2.9%	1.6%	3.8%	4.5%	4.2%	2.0%	1.8%	3.1%	
Outdoor activities available	1.8%	1.9%		3.8%		5.6%		0.6%	1.9%	
Mix of cultures, incomes, races	1.4%	1.5%			3.0%	2.8%		1.8%	1.4%	
Golf courses	0.8%	0.8%		2.8%	1.5%				0.8%	
Low traffic	0.6%	0.6%		0.9%				0.6%	0.6%	
	N=495	N=481	N=62	N=106	N=67	N=72	N=49	N=170	N=483	N=12

Community Survey Report
Appendix C-1

Q3 - What is the one thing the City should do that would most improve Half Moon Bay?	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
Improve traffic, reduce congestion	21.9%	22.3%	14.5%	24.3%	22.4%	20.5%	22.4%	22.2%	22.0%	16.7%
No Answer	11.0%	10.7%	6.5%	6.5%	10.4%	9.6%	10.2%	14.0%	10.5%	33.3%
Other	10.8%	10.7%	4.8%	9.3%	11.9%	6.8%	6.1%	12.3%	10.7%	16.7%
Bridge and road repair	5.8%	6.0%	4.8%	8.4%	3.0%	2.7%	10.2%	6.4%	6.0%	
More efficient, lower cost city government	5.8%	6.0%	11.3%	1.9%	4.5%	9.6%	10.2%	5.8%	5.8%	8.3%
Limit, stop growth	5.4%	5.6%	9.7%		6.0%	13.7%	2.0%	6.4%	5.6%	
Preserve small town environment	4.2%	3.5%	3.2%	4.7%	1.5%	1.4%	4.1%	6.4%	4.3%	
Attract more businesses, jobs	3.4%	3.3%	12.9%	4.7%	3.0%	6.8%	2.0%	1.8%	3.5%	
Transportation, buses, public transportation, school	3.2%	3.3%	1.6%	5.6%	4.5%	2.7%	4.1%	1.8%	3.3%	
Expand/improve Hwy 92	3.2%	3.3%	3.2%	5.6%	3.0%	4.1%		1.8%	3.3%	
Improve/revitalize Main Street	2.8%	2.9%	8.1%	0.9%	6.0%	4.1%	2.0%	2.9%	2.9%	
New, improved parks	2.6%	2.5%	1.6%	1.9%	4.5%	1.4%	4.1%	2.3%	2.7%	
More bike and walking trails	2.4%	2.5%	4.8%	2.8%	6.0%	2.7%	2.0%	1.2%	2.5%	
Preserve/protect coastal area & open spaces	2.2%	2.3%	3.2%	3.7%	1.5%	2.7%	2.0%	1.2%	2.3%	
Need a movie theater	1.8%	1.7%		3.7%	1.5%		4.1%	1.2%	1.4%	16.7%
More funding for schools, schools are substandard	1.8%	1.9%	1.6%	2.8%	1.5%	2.7%		0.6%	1.6%	8.3%
Build a youth center, add youth activities	1.6%	1.7%	1.6%	1.9%		2.7%	2.0%	1.8%	1.6%	
Improve parking opportunities	1.6%	1.7%	3.2%	0.9%	1.5%	2.7%		2.3%	1.6%	
Expand the library	1.6%	1.7%		0.9%	1.5%	1.4%	6.1%	1.2%	1.6%	
Need a big store, variety store, Trader Joe's, Walmart	1.4%	1.4%		0.9%			2.0%	2.9%	1.4%	
Affordable housing	1.4%	1.2%	1.6%	3.7%			2.0%	1.2%	1.4%	
Attract restaurants & nightlife	1.6%	1.7%		2.8%	1.5%	1.4%		0.6%	1.6%	
Relax the permitting process	0.8%	0.8%		0.9%	3.0%			0.6%	0.8%	
Preserve natural environment	0.8%	0.8%	1.6%	0.9%				1.2%	0.8%	
Build an Arts center	0.6%	0.6%			1.5%		2.0%		0.6%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q4 - Support for Proposed Actions by City of Half Moon Bay:	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
Promote downtown vitality										
Strongly Support	46.6%	46.5%	48.4%	48.6%	55.2%	52.1%	40.8%	43.9%	47.3%	16.7%
Support	35.1%	35.7%	35.5%	36.4%	28.4%	32.9%	44.9%	35.1%	35.4%	25.0%
Neutral	11.0%	11.0%	11.3%	11.2%	11.9%	12.3%	4.1%	11.1%	10.7%	25.0%
Oppose	1.6%	1.7%	1.6%			1.4%	4.1%	1.8%	1.2%	16.7%
Strongly Oppose	1.8%	1.7%		0.9%			2.0%	2.9%	1.4%	16.7%
No Answer	3.8%	3.5%	3.2%	2.8%	4.5%	1.4%	4.1%	5.3%	3.9%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q4 - Support for Proposed Actions by City of Half Moon Bay:	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
Enhance access to the coast - trail connections, parking										
Strongly Support	38.2%	38.8%	24.2%	49.5%	40.3%	37.0%	32.7%	35.7%	38.5%	25.0%
Support	34.3%	34.9%	48.4%	28.0%	35.8%	42.5%	34.7%	34.5%	34.4%	33.3%
Neutral	15.3%	14.7%	14.5%	15.0%	19.4%	13.7%	14.3%	14.6%	15.4%	8.3%
Oppose	5.0%	4.8%	3.2%	5.6%	1.5%	1.4%	12.2%	4.1%	4.7%	16.7%
Strongly Oppose	3.2%	2.9%	3.2%	0.9%	1.5%	1.4%	2.0%	5.3%	2.9%	16.7%
No Answer	4.0%	3.9%	6.5%	0.9%	1.5%	4.1%	4.1%	5.8%	4.1%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Promote more stores and services</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish

<i>Strongly Support</i>	24.1%	24.0%	25.8%	35.5%	23.9%	30.1%	14.3%	18.7%	24.7%	
<i>Support</i>	32.3%	32.4%	30.6%	29.0%	32.8%	27.4%	49.0%	32.2%	32.3%	33.3%
<i>Neutral</i>	28.1%	28.3%	27.4%	25.2%	29.9%	28.8%	20.4%	29.2%	27.4%	58.3%
<i>Oppose</i>	8.6%	8.9%	8.1%	6.5%	6.0%	9.6%	10.2%	10.5%	8.8%	
<i>Strongly Oppose</i>	3.4%	3.3%	3.2%	1.9%	4.5%	1.4%	4.1%	4.1%	3.3%	8.3%
<i>No Answer</i>	3.4%	3.1%	4.8%	1.9%	3.0%	2.7%	2.0%	5.3%	3.5%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Preserve environmental resources and open space</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish

<i>Strongly Support</i>	61.4%	62.4%	56.5%	69.2%	59.7%	60.3%	71.4%	59.1%	61.5%	58.3%
<i>Support</i>	20.5%	20.0%	21.0%	20.6%	26.9%	24.7%	18.4%	16.4%	20.4%	25.0%
<i>Neutral</i>	10.4%	10.5%	16.1%	6.5%	10.4%	6.8%	2.0%	14.6%	10.5%	8.3%
<i>Oppose</i>	2.8%	2.7%	3.2%	1.9%	1.5%	2.7%	2.0%	2.9%	2.9%	
<i>Strongly Oppose</i>	2.0%	1.9%				1.4%	4.1%	4.1%	1.9%	8.3%
<i>No Answer</i>	2.8%	2.5%	3.2%	1.9%	1.5%	4.1%	2.0%	2.9%	2.9%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Community Survey Report
Appendix C-1

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Promote tourism - more events, restaurants, etc.</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish

<i>Strongly Support</i>	15.7%	15.9%	17.7%	19.6%	19.4%	17.8%	4.1%	14.6%	16.0%	
<i>Support</i>	27.7%	28.1%	33.9%	29.9%	28.4%	28.8%	26.5%	26.9%	28.0%	16.7%
<i>Neutral</i>	30.1%	30.2%	27.4%	30.8%	28.4%	24.7%	32.7%	31.0%	29.6%	50.0%
<i>Oppose</i>	14.9%	14.7%	9.7%	10.3%	17.9%	15.1%	22.4%	15.2%	14.8%	16.7%
<i>Strongly Oppose</i>	6.8%	6.8%	6.5%	7.5%	3.0%	8.2%	6.1%	6.4%	6.6%	16.7%
<i>No Answer</i>	4.8%	4.3%	4.8%	1.9%	3.0%	5.5%	8.2%	5.8%	4.9%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Create new parks and other recreational facilities</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish

<i>Strongly Support</i>	28.9%	29.5%	29.0%	33.6%	29.9%	21.9%	28.6%	29.8%	28.8%	33.3%
<i>Support</i>	33.7%	34.1%	40.3%	31.8%	32.8%	41.1%	34.7%	32.7%	34.4%	8.3%
<i>Neutral</i>	22.5%	22.1%	14.5%	27.1%	25.4%	26.0%	18.4%	18.1%	22.6%	16.7%
<i>Oppose</i>	6.8%	7.0%	9.7%	5.6%	4.5%	1.4%	8.2%	10.5%	7.0%	
<i>Strongly Oppose</i>	4.0%	3.5%	1.6%	0.9%	4.5%	5.5%	2.0%	4.1%	3.5%	25.0%
<i>No Answer</i>	4.0%	3.7%	4.8%	0.9%	3.0%	4.1%	8.2%	4.7%	3.7%	16.7%
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Community Survey Report
Appendix C-I

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Provide more office and business incubation space</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
<i>Strongly Support</i>	10.8%	10.7%	21.0%	15.0%	7.5%	11.0%	6.1%	11.7%	11.1%	
<i>Support</i>	23.9%	24.0%	29.0%	21.5%	28.4%	17.8%	28.6%	26.3%	24.1%	16.7%
<i>Neutral</i>	41.0%	41.3%	33.9%	43.9%	40.3%	42.5%	38.8%	37.4%	40.7%	50.0%
<i>Oppose</i>	12.4%	12.8%	4.8%	12.1%	9.0%	12.3%	14.3%	12.9%	12.6%	8.3%
<i>Strongly Oppose</i>	7.2%	7.0%	6.5%	5.6%	7.5%	11.0%	8.2%	6.4%	6.8%	25.0%
<i>No Answer</i>	4.6%	4.1%	4.8%	1.9%	7.5%	5.5%	4.1%	5.3%	4.7%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Promote housing for a variety of income groups and age ranges</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
<i>Strongly Support</i>	20.3%	19.8%	32.3%	25.2%	17.9%	20.5%	22.4%	18.7%	20.6%	8.3%
<i>Support</i>	29.1%	29.5%	21.0%	29.9%	35.8%	28.8%	30.6%	27.5%	29.0%	33.3%
<i>Neutral</i>	26.1%	26.2%	17.7%	24.3%	22.4%	31.5%	26.5%	25.7%	26.3%	16.7%
<i>Oppose</i>	11.8%	12.0%	16.1%	10.3%	11.9%	9.6%	6.1%	15.2%	11.9%	8.3%
<i>Strongly Oppose</i>	9.0%	8.9%	8.1%	9.3%	9.0%	6.8%	8.2%	8.8%	8.4%	33.3%
<i>No Answer</i>	3.6%	3.5%	4.8%	0.9%	3.0%	2.7%	6.1%	4.1%	3.7%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Provide more walking destinations and opportunities</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
<i>Strongly Support</i>	39.0%	39.0%	38.7%	53.3%	32.8%	37.0%	42.9%	38.6%	39.1%	33.3%
<i>Support</i>	31.7%	32.4%	32.3%	29.9%	37.3%	28.8%	28.6%	29.8%	32.1%	16.7%
<i>Neutral</i>	18.9%	18.6%	24.2%	13.1%	20.9%	26.0%	16.3%	19.3%	18.9%	16.7%
<i>Oppose</i>	2.8%	2.7%		1.9%	4.5%	1.4%	4.1%	2.3%	2.9%	
<i>Strongly Oppose</i>	4.2%	4.1%	1.6%	0.9%	1.5%	4.1%	4.1%	5.3%	3.5%	33.3%
<i>No Answer</i>	3.4%	3.1%	3.2%	0.9%	3.0%	2.7%	4.1%	4.7%	3.5%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Provide a cultural arts complex - theater, dance, artist space</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
<i>Strongly Support</i>	31.9%	31.8%	22.6%	37.4%	38.8%	35.6%	26.5%	27.5%	32.1%	25.0%
<i>Support</i>	27.5%	28.1%	25.8%	33.6%	29.9%	15.1%	38.8%	26.3%	27.6%	25.0%
<i>Neutral</i>	23.9%	24.0%	37.1%	20.6%	20.9%	31.5%	18.4%	24.6%	24.1%	16.7%
<i>Oppose</i>	7.0%	7.0%	6.5%	4.7%	6.0%	9.6%	6.1%	7.6%	7.2%	
<i>Strongly Oppose</i>	6.6%	6.4%	4.8%	2.8%	4.5%	6.8%	6.1%	8.2%	6.0%	33.3%
<i>No Answer</i>	3.0%	2.7%	3.2%	0.9%		1.4%	4.1%	5.8%	3.1%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Community Survey Report
Appendix C-1

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Improve transportation and connections within HMB</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish

<i>Strongly Support</i>	40.4%	40.3%	33.9%	48.6%	38.8%	31.5%	46.9%	42.7%	40.3%	41.7%
<i>Support</i>	28.9%	29.3%	29.0%	24.3%	25.4%	30.1%	38.8%	29.8%	29.4%	8.3%
<i>Neutral</i>	19.5%	19.2%	24.2%	16.8%	22.4%	26.0%	4.1%	18.7%	19.8%	8.3%
<i>Oppose</i>	2.8%	2.9%	6.5%	1.9%	4.5%	1.4%	4.1%	2.9%	2.7%	8.3%
<i>Strongly Oppose</i>	4.4%	4.3%	3.2%	5.6%	4.5%	6.8%	2.0%	2.3%	3.7%	33.3%
<i>No Answer</i>	4.0%	3.9%	3.2%	2.8%	4.5%	4.1%	4.1%	3.5%	4.1%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q5 - Support for Transportation in Half Moon Bay <i>Provide new multi-use trails and bike paths</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish

<i>Strongly Support</i>	43.8%	44.2%	45.2%	56.1%	52.2%	42.5%	32.7%	40.9%	43.8%	41.7%
<i>Support</i>	31.9%	32.0%	27.4%	32.7%	31.3%	32.9%	38.8%	28.7%	32.3%	16.7%
<i>Neutral</i>	11.8%	11.6%	12.9%	7.5%	4.5%	17.8%	20.4%	12.9%	11.7%	16.7%
<i>Oppose</i>	4.4%	4.3%	6.5%	1.9%	3.0%	4.1%	4.1%	5.3%	4.3%	8.3%
<i>Strongly Oppose</i>	3.2%	3.3%	1.6%		1.5%		4.1%	4.7%	2.9%	16.7%
<i>No Answer</i>	4.8%	4.5%	6.5%	1.9%	7.5%	2.7%		7.6%	4.9%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q5 - Support for Transportation in Half Moon Bay	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
<i>Make Highway 1 four lanes through the city</i>		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
<i>Strongly Support</i>	26.5%	26.9%	24.2%	37.4%	28.4%	24.7%	18.4%	24.0%	26.5%	25.0%
<i>Support</i>	14.1%	14.0%	12.9%	19.6%	6.0%	20.5%	10.2%	11.1%	14.2%	8.3%
<i>Neutral</i>	14.3%	14.3%	14.5%	15.0%	17.9%	6.8%	16.3%	14.6%	14.2%	16.7%
<i>Oppose</i>	17.5%	17.8%	21.0%	14.0%	23.9%	16.4%	26.5%	16.4%	17.9%	
<i>Strongly Oppose</i>	23.1%	23.1%	24.2%	14.0%	17.9%	26.0%	24.5%	28.1%	22.6%	41.7%
<i>No Answer</i>	4.6%	3.9%	3.2%		6.0%	5.5%	4.1%	5.8%	4.5%	8.3%
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q5 - Support for Transportation in Half Moon Bay	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
<i>Add travel lanes to Highway 92 in Half Moon Bay</i>		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
<i>Strongly Support</i>	33.3%	33.9%	25.8%	46.7%	37.3%	35.6%	16.3%	27.5%	33.3%	33.3%
<i>Support</i>	21.3%	21.1%	21.0%	23.4%	26.9%	23.3%	28.6%	16.4%	21.6%	8.3%
<i>Neutral</i>	15.5%	15.7%	8.1%	16.8%	10.4%	8.2%	28.6%	15.2%	15.4%	16.7%
<i>Oppose</i>	10.4%	10.3%	14.5%	8.4%	9.0%	11.0%	4.1%	14.0%	10.7%	
<i>Strongly Oppose</i>	13.3%	13.0%	21.0%	4.7%	14.9%	12.3%	16.3%	17.0%	12.6%	41.7%
<i>No Answer</i>	6.2%	6.0%	9.7%		1.5%	9.6%	6.1%	9.9%	6.4%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q5 - Support for Transportation in Half Moon Bay <i>Improve crossings of Highways 1 and 92 for vehicles, bikes, pedestrians</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
<i>Strongly Support</i>	39.2%	39.3%	35.5%	57.9%	41.8%	34.2%	30.6%	35.1%	39.3%	33.3%
<i>Support</i>	27.7%	27.9%	32.3%	21.5%	22.4%	31.5%	38.8%	28.1%	27.8%	25.0%
<i>Neutral</i>	19.9%	19.8%	17.7%	14.0%	25.4%	21.9%	18.4%	20.5%	20.2%	8.3%
<i>Oppose</i>	5.2%	5.4%	4.8%	2.8%	3.0%	4.1%	6.1%	6.4%	5.3%	
<i>Strongly Oppose</i>	4.4%	4.3%	4.8%	1.9%	3.0%	4.1%	6.1%	5.3%	3.7%	33.3%
<i>No Answer</i>	3.6%	3.3%	4.8%	1.9%	4.5%	4.1%		4.7%	3.7%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q5 - Support for Transportation in Half Moon Bay <i>Add more parallel routes to Highway 1 for vehicles, bikes, pedestrians</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
<i>Strongly Support</i>	36.9%	37.4%	38.7%	55.1%	35.8%	31.5%	28.6%	35.1%	37.2%	25.0%
<i>Support</i>	25.9%	26.0%	25.8%	23.4%	32.8%	21.9%	26.5%	23.4%	25.9%	25.0%
<i>Neutral</i>	16.5%	16.5%	16.1%	13.1%	17.9%	20.5%	20.4%	15.2%	16.9%	
<i>Oppose</i>	8.8%	8.9%	3.2%	3.7%	9.0%	12.3%	8.2%	10.5%	8.8%	8.3%
<i>Strongly Oppose</i>	6.8%	6.6%	9.7%	2.8%	3.0%	8.2%	12.2%	7.6%	6.0%	41.7%
<i>No Answer</i>	5.0%	4.5%	6.5%	1.9%	1.5%	5.5%	4.1%	8.2%	5.1%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q5 - Support for Transportation in Half Moon Bay <i>Provide parking, shuttle services during summer weekends, special events</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
<i>Strongly Support</i>	29.3%	29.3%	38.7%	39.3%	29.9%	19.2%	34.7%	29.2%	29.4%	25.0%
<i>Support</i>	32.7%	33.1%	25.8%	29.0%	40.3%	42.5%	34.7%	29.2%	32.7%	33.3%
<i>Neutral</i>	23.3%	23.6%	21.0%	20.6%	17.9%	24.7%	20.4%	24.0%	23.7%	8.3%
<i>Oppose</i>	5.6%	5.8%	4.8%	5.6%	3.0%	5.5%	4.1%	6.4%	5.8%	
<i>Strongly Oppose</i>	5.2%	5.0%	4.8%	5.6%	3.0%	5.5%	4.1%	5.3%	4.5%	33.3%
<i>No Answer</i>	3.8%	3.3%	4.8%		6.0%	2.7%	2.0%	5.8%	3.9%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q5 - Support for Transportation in Half Moon Bay <i>Expand bus service</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
<i>Strongly Support</i>	27.1%	26.9%	27.4%	30.8%	28.4%	17.8%	40.8%	28.1%	27.0%	33.3%
<i>Support</i>	32.5%	32.4%	29.0%	29.0%	32.8%	28.8%	34.7%	36.8%	32.5%	33.3%
<i>Neutral</i>	29.3%	30.0%	27.4%	31.8%	26.9%	42.5%	18.4%	24.0%	29.8%	8.3%
<i>Oppose</i>	2.2%	2.3%	3.2%	0.9%	1.5%	1.4%	2.0%	2.3%	2.3%	
<i>Strongly Oppose</i>	5.0%	5.0%	6.5%	6.5%	4.5%	4.1%	4.1%	4.1%	4.5%	25.0%
<i>No Answer</i>	3.8%	3.5%	6.5%	0.9%	6.0%	5.5%		4.7%	3.9%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q5 - Support for Transportation in Half Moon Bay <i>Provide better signs (to beach, downtown, etc.) for visitors</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish

<i>Strongly Support</i>	17.9%	17.8%	24.2%	15.0%	16.4%	21.9%	22.4%	18.7%	17.9%	16.7%
<i>Support</i>	29.3%	29.3%	32.3%	30.8%	40.3%	26.0%	28.6%	26.3%	29.6%	16.7%
<i>Neutral</i>	36.1%	36.4%	27.4%	43.0%	32.8%	34.2%	40.8%	33.3%	36.2%	33.3%
<i>Oppose</i>	7.0%	7.2%	8.1%	4.7%	7.5%	5.5%	4.1%	8.8%	7.2%	
<i>Strongly Oppose</i>	5.6%	5.6%	3.2%	4.7%		8.2%	2.0%	7.0%	4.9%	33.3%
<i>No Answer</i>	4.0%	3.7%	4.8%	1.9%	3.0%	4.1%	2.0%	5.8%	4.1%	
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q6 - What is the best way for the City to generate revenue to support City programs, services and ingrastructure maintenance?	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish

More hotels and tourism that provide revenue	2.83	2.82	3.08	2.52	2.51	2.72	3.09	3.14	2.82	3.50
Residential development that increases property tax base	4.03	4.03	4.10	4.34	3.48	3.91	3.98	4.17	4.03	4.08
Increase in voter-approved sales tax	4.17	4.13	4.47	3.93	4.18	4.25	4.57	4.09	4.15	5.30
Parcel tax for specific services (such as public safety, parks, youth services, library)	3.88	3.84	3.95	3.74	3.65	3.79	4.05	3.91	3.86	5.10
Increased fees and assessments for water, sewer, and storm drain infrastructure	4.31	4.28	4.27	4.30	4.10	4.33	4.39	4.28	4.28	5.40
Some other revenue generator	2.52	2.45	1.94	2.70	1.81	3.05	2.33	2.38	2.42	4.57

Note: Lower values represent more support for the initiative, higher represent less support.

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More activities and events</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
Yes	49.6%	49.2%	51.6%	53.3%	59.7%	56.2%	38.8%	46.2%	49.4%	58.3%
No	23.5%	23.6%	22.6%	23.4%	16.4%	17.8%	28.6%	26.9%	23.0%	41.7%
No Opinion	26.9%	27.3%	25.8%	23.4%	23.9%	26.0%	32.7%	26.9%	27.6%	#VALUE!
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More restaurants and dining establishments</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
Yes	44.4%	44.8%	43.5%	62.6%	44.8%	50.7%	38.8%	35.1%	44.4%	41.7%
No	31.1%	30.6%	33.9%	20.6%	35.8%	34.2%	34.7%	33.3%	30.9%	41.7%
No Opinion	24.5%	24.6%	22.6%	16.8%	19.4%	15.1%	26.5%	31.6%	24.7%	16.7%
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More small specialty shops</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
Yes	49.4%	49.2%	59.7%	55.1%	53.7%	47.9%	55.1%	45.0%	49.4%	50.0%
No	22.9%	23.1%	25.8%	17.8%	31.3%	27.4%	24.5%	21.6%	22.8%	25.0%
No Opinion	27.7%	27.7%	14.5%	27.1%	14.9%	24.7%	20.4%	33.3%	27.8%	25.0%
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Community Survey Report
Appendix C-1

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>Nightlife and evening entertainment</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
Yes	53.2%	53.1%	61.3%	59.8%	61.2%	56.2%	49.0%	48.5%	53.5%	41.7%
No	23.7%	24.0%	21.0%	21.5%	16.4%	26.0%	30.6%	24.6%	23.3%	41.7%
No Opinion	23.1%	22.9%	17.7%	18.7%	22.4%	17.8%	20.4%	26.9%	23.3%	16.7%
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>Additional public parking</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
Yes	46.2%	46.3%	43.5%	47.7%	49.3%	34.2%	49.0%	50.9%	46.5%	33.3%
No	25.1%	24.8%	35.5%	26.2%	20.9%	37.0%	24.5%	22.8%	24.9%	33.3%
No Opinion	28.7%	28.9%	21.0%	26.2%	29.9%	28.8%	26.5%	26.3%	28.6%	33.3%
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Community Survey Report
Appendix C-I

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More large stores</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
Yes	19.3%	19.0%	12.9%	21.5%	25.4%	19.2%	18.4%	15.8%	19.1%	25.0%
No	62.0%	62.8%	72.6%	60.7%	61.2%	64.4%	73.5%	62.0%	61.9%	66.7%
No Opinion	18.7%	18.2%	14.5%	17.8%	13.4%	16.4%	8.2%	22.2%	18.9%	8.3%
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More housing</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
Yes	23.1%	23.1%	22.6%	31.8%	20.9%	27.4%	22.4%	17.5%	23.0%	25.0%
No	50.8%	51.2%	64.5%	44.9%	55.2%	54.8%	49.0%	52.6%	50.6%	58.3%
No Opinion	26.1%	25.6%	12.9%	23.4%	23.9%	17.8%	28.6%	29.8%	26.3%	16.7%
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>A movie theater</i>	All Respondents	Live in HMB	Own Business in HMB	How long have you lived in Half Moon Bay?					Language of Survey	
		Yes	Yes	0 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years	21 or more years	English	Spanish
Yes	65.5%	65.3%	53.2%	73.8%	71.6%	61.6%	69.4%	62.6%	65.8%	50.0%
No	19.9%	20.0%	27.4%	9.3%	19.4%	31.5%	12.2%	21.6%	19.1%	50.0%
No Opinion	14.7%	14.7%	19.4%	16.8%	9.0%	6.8%	18.4%	15.8%	15.0%	#VALUE!
	N=498	N=484	N=62	N=107	N=67	N=73	N=49	N=171	N=486	N=12

This page intentionally left blank.

Appendix C-2:
Responses Cross-Tabulated by Gender,
Adults in Residence, Children in Residence, and Tenure

Community Survey Report
Appendix C-2

Q2 - What do you like most about living in Half Moon Bay?	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent
Small town atmosphere, community	50.3%	52.8%	49.4%	45.6%	53.4%	47.6%	48.4%	59.0%	51.7%	45.9%
The ocean, coastal living, coastal trail	40.6%	38.9%	43.8%	36.0%	42.6%	47.6%	40.9%	43.0%	41.7%	37.7%
Natural, rural environment, scenic beauty	21.6%	21.8%	22.1%	21.6%	22.1%	16.7%	20.9%	23.0%	21.1%	23.0%
Friendly people, sense of community	16.2%	14.0%	18.4%	17.6%	15.8%	14.3%	16.5%	15.0%	15.5%	24.6%
Walking paths, trails, walkable community	11.9%	8.3%	15.7%	8.8%	13.4%	19.0%	12.4%	14.0%	11.9%	16.4%
Lovely weather	11.3%	10.4%	11.2%	8.0%	12.4%	9.5%	11.5%	9.0%	11.2%	9.8%
Open spaces	10.3%	14.0%	7.9%	7.2%	11.7%	7.1%	9.9%	11.0%	10.2%	9.8%
Clean air	7.1%	6.7%	7.1%	7.2%	7.4%	2.4%	8.0%	3.0%	7.5%	3.3%
Variety of restaurants and shops	6.3%	7.8%	6.0%	4.0%	7.7%	4.8%	6.9%	5.0%	6.3%	8.2%
Proximity to Bay Area	6.3%	8.3%	4.5%	4.8%	6.0%	7.1%	5.8%	5.0%	6.1%	4.9%
No Answer	6.3%	5.7%	6.0%	9.6%	4.4%	9.5%	6.3%	6.0%	5.8%	8.2%
Low population density, quiet	3.6%	5.2%	3.0%	2.4%	4.0%	7.1%	3.6%	5.0%	4.4%	
Other	3.4%	3.6%	3.0%	3.2%	2.7%	7.1%	3.3%	3.0%	2.7%	6.6%
Bike friendly	3.0%	1.0%	4.5%	2.4%	3.0%	4.8%	2.2%	6.0%	2.4%	6.6%
Outdoor activities available	1.8%	2.6%	1.5%	2.4%	2.0%		0.8%	6.0%	1.5%	4.9%
Mix of cultures, incomes, races	1.4%	0.5%	2.2%	2.4%	1.3%		1.9%		1.7%	
Golf courses	0.8%	0.5%	1.1%		1.0%	2.4%	1.1%		1.0%	
Low traffic	0.6%		0.7%		0.3%	2.4%	0.5%		0.5%	
	N=495	N=193	N=267	N=125	N=298	N=42	N=364	N=100	N=412	N=61

Community Survey Report
Appendix C-2

Q3 - What is the one thing the City should do that would most improve Half Moon Bay?	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent
Improve traffic, reduce congestion	21.9%	24.0%	20.6%	16.8%	24.9%	21.4%	20.3%	30.4%	22.7%	19.7%
No Answer	11.0%	11.2%	10.9%	11.2%	8.6%	28.6%	11.8%	8.8%	11.6%	8.2%
Other	10.8%	10.2%	10.5%	12.0%	9.6%	14.3%	12.3%	4.9%	11.1%	6.6%
Bridge and road repair	5.8%	4.6%	6.7%	4.0%	7.6%		6.6%	3.9%	6.0%	4.9%
More efficient, lower cost city government	5.8%	7.1%	4.5%	6.4%	4.7%	7.1%	6.0%	2.9%	5.3%	8.2%
Limit, stop growth	5.4%	7.1%	4.5%	2.4%	6.0%	11.9%	5.2%	6.9%	6.3%	1.6%
Preserve small town environment	4.2%	4.1%	4.5%	7.2%	3.7%		5.2%	1.0%	4.6%	1.6%
Attract more businesses, jobs	3.4%	4.6%	2.6%	3.2%	3.3%	2.4%	2.5%	4.9%	2.4%	9.8%
Transportation, buses, public transportation, school buses	3.2%	1.0%	4.9%	4.0%	3.0%	2.4%	3.6%	2.0%	2.7%	8.2%
Expand/improve Hwy 92	3.2%	3.1%	2.6%	3.2%	3.0%		3.3%	1.0%	2.7%	4.9%
Improve/revitalize Main Street	2.8%	3.1%	3.0%	4.0%	3.0%		3.6%	1.0%	3.4%	
New, improved parks	2.6%	1.5%	3.7%	4.0%	2.7%		2.5%	3.9%	2.9%	1.6%
More bike and walking trails	2.4%	1.5%	3.4%		3.7%	2.4%	1.6%	5.9%	2.2%	4.9%
Preserve/protect coastal area & open spaces	2.2%	2.6%	1.9%	2.4%	2.3%		2.5%	1.0%	2.2%	1.6%
Need a movie theater	1.8%	1.5%	2.2%	2.4%	1.3%	4.8%	1.6%	2.9%	1.7%	3.3%
More funding for schools, schools are substandard	1.8%	1.5%	1.9%	1.6%	2.0%		0.8%	4.9%	1.9%	
Build a youth center, add youth activities	1.6%	1.5%	1.9%		2.7%		0.3%	6.9%	1.9%	
Improve parking opportunities	1.6%	2.6%	1.1%	2.4%	1.3%	2.4%	1.9%	1.0%	1.9%	
Expand the library	1.6%	0.5%	2.6%	3.2%	1.3%		1.6%	2.0%	1.7%	1.6%
Need a big store, variety store, Trader Joe's, Walmart	1.4%	1.0%	1.9%	3.2%	1.0%		1.9%		1.4%	1.6%
Affordable housing	1.4%	2.6%	0.7%	2.4%	1.0%	2.4%	1.6%	1.0%	1.2%	3.3%
Attract restaurants & nightlife	1.6%	0.5%	1.9%	1.6%	1.3%		1.4%	1.0%	0.5%	6.6%
Relax the permitting process	0.8%	1.5%	0.4%	0.8%	1.0%		1.1%		1.0%	
Preserve natural environment	0.8%	1.0%	0.4%	0.8%	0.7%		0.5%	1.0%	0.5%	1.6%
Build an Arts center	0.6%		0.7%	0.8%	0.3%		0.3%	1.0%	0.5%	
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Community Survey Report
Appendix C-2

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Promote downtown vitality</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent
<i>Strongly Support</i>	46.6%	43.9%	50.9%	48.8%	46.2%	50.0%	45.8%	52.0%	45.3%	59.0%
<i>Support</i>	35.1%	37.8%	32.2%	30.4%	38.5%	23.8%	36.7%	29.4%	35.9%	27.9%
<i>Neutral</i>	11.0%	13.3%	8.6%	11.2%	9.3%	19.0%	10.7%	10.8%	11.6%	8.2%
<i>Oppose</i>	1.6%	1.5%	1.1%	0.8%	1.7%		1.1%	2.0%	1.4%	
<i>Strongly Oppose</i>	1.8%	1.5%	1.9%	3.2%	1.3%		1.9%	1.0%	1.7%	1.6%
<i>No Answer</i>	3.8%	2.0%	5.2%	5.6%	3.0%	7.1%	3.8%	4.9%	4.1%	3.3%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Enhance access to the coast - trail connections, parking</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent
<i>Strongly Support</i>	38.2%	36.7%	40.8%	44.8%	35.5%	45.2%	37.3%	45.1%	37.1%	50.8%
<i>Support</i>	34.3%	39.8%	30.7%	24.8%	39.2%	31.0%	35.3%	31.4%	35.9%	24.6%
<i>Neutral</i>	15.3%	14.3%	15.4%	15.2%	15.6%	9.5%	15.6%	12.7%	15.7%	13.1%
<i>Oppose</i>	5.0%	3.1%	5.2%	5.6%	4.0%	4.8%	4.1%	5.9%	4.3%	4.9%
<i>Strongly Oppose</i>	3.2%	4.1%	2.2%	4.8%	2.7%		3.6%	1.0%	3.1%	1.6%
<i>No Answer</i>	4.0%	2.0%	5.6%	4.8%	3.0%	9.5%	4.1%	3.9%	3.9%	4.9%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Community Survey Report
Appendix C-2

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Promote more stores and services</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

<i>Strongly Support</i>	24.1%	23.5%	25.5%	28.8%	23.3%	14.3%	23.0%	27.5%	21.9%	39.3%
<i>Support</i>	32.3%	32.7%	32.6%	27.2%	36.5%	23.8%	33.4%	31.4%	34.0%	21.3%
<i>Neutral</i>	28.1%	30.6%	25.1%	24.0%	27.6%	38.1%	27.7%	26.5%	28.7%	23.0%
<i>Oppose</i>	8.6%	8.7%	9.0%	8.0%	8.0%	16.7%	9.0%	7.8%	9.2%	6.6%
<i>Strongly Oppose</i>	3.4%	3.6%	3.4%	6.4%	2.3%	2.4%	3.3%	3.9%	2.9%	6.6%
<i>No Answer</i>	3.4%	1.0%	4.5%	5.6%	2.3%	4.8%	3.6%	2.9%	3.4%	3.3%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Preserve environmental resources and open space</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

<i>Strongly Support</i>	61.4%	59.2%	65.9%	60.0%	62.1%	71.4%	62.7%	60.8%	62.2%	67.2%
<i>Support</i>	20.5%	22.4%	18.4%	19.2%	21.3%	19.0%	20.0%	22.5%	20.7%	18.0%
<i>Neutral</i>	10.4%	9.7%	9.7%	8.8%	11.0%	4.8%	9.9%	9.8%	9.9%	8.2%
<i>Oppose</i>	2.8%	5.1%		3.2%	2.0%	2.4%	2.5%	2.0%	2.7%	
<i>Strongly Oppose</i>	2.0%	2.6%	1.9%	2.4%	2.0%	2.4%	2.2%	2.0%	2.2%	1.6%
<i>No Answer</i>	2.8%	1.0%	4.1%	6.4%	1.7%		2.7%	2.9%	2.4%	4.9%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Promote tourism - more events, restaurants, etc.</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

<i>Strongly Support</i>	15.7%	16.8%	15.4%	16.0%	14.6%	21.4%	15.3%	16.7%	15.4%	16.4%
<i>Support</i>	27.7%	30.1%	26.2%	25.6%	29.6%	23.8%	28.2%	26.5%	27.2%	31.1%
<i>Neutral</i>	30.1%	30.1%	30.0%	28.0%	31.6%	28.6%	30.1%	31.4%	30.4%	29.5%
<i>Oppose</i>	14.9%	14.3%	15.7%	14.4%	15.3%	19.0%	15.1%	16.7%	15.9%	9.8%
<i>Strongly Oppose</i>	6.8%	6.1%	6.0%	8.8%	5.0%	2.4%	6.6%	2.9%	6.0%	9.8%
<i>No Answer</i>	4.8%	2.6%	6.7%	7.2%	4.0%	4.8%	4.7%	5.9%	5.1%	3.3%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Create new parks and other recreational facilities</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

<i>Strongly Support</i>	28.9%	28.1%	31.1%	28.8%	28.2%	38.1%	26.3%	39.2%	27.2%	42.6%
<i>Support</i>	33.7%	34.7%	32.2%	32.0%	34.9%	31.0%	34.5%	31.4%	34.7%	29.5%
<i>Neutral</i>	22.5%	23.0%	22.1%	22.4%	24.9%	9.5%	23.6%	20.6%	23.1%	18.0%
<i>Oppose</i>	6.8%	7.1%	6.4%	4.8%	6.3%	14.3%	7.9%	2.0%	7.0%	4.9%
<i>Strongly Oppose</i>	4.0%	4.6%	3.0%	6.4%	2.7%		3.8%	2.0%	3.6%	3.3%
<i>No Answer</i>	4.0%	2.6%	5.2%	5.6%	3.0%	7.1%	3.8%	4.9%	4.3%	1.6%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Community Survey Report
Appendix C-2

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Provide more office and business incubation space</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

<i>Strongly Support</i>	10.8%	13.3%	9.7%	8.8%	11.6%	14.3%	10.4%	12.7%	10.6%	13.1%
<i>Support</i>	23.9%	28.1%	21.0%	18.4%	24.6%	38.1%	24.4%	23.5%	25.3%	18.0%
<i>Neutral</i>	41.0%	33.2%	45.3%	40.8%	41.9%	31.0%	39.7%	44.1%	39.5%	49.2%
<i>Oppose</i>	12.4%	14.3%	10.9%	12.0%	12.3%	11.9%	12.1%	12.7%	13.0%	4.9%
<i>Strongly Oppose</i>	7.2%	8.2%	7.1%	11.2%	6.6%		8.2%	3.9%	6.7%	11.5%
<i>No Answer</i>	4.6%	3.1%	6.0%	8.8%	3.0%	4.8%	5.2%	2.9%	4.8%	3.3%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Promote housing for a variety of income groups and age ranges</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

<i>Strongly Support</i>	20.3%	17.9%	23.2%	21.6%	18.6%	28.6%	20.5%	18.6%	18.6%	31.1%
<i>Support</i>	29.1%	27.0%	32.2%	26.4%	31.2%	35.7%	31.5%	26.5%	29.9%	31.1%
<i>Neutral</i>	26.1%	25.5%	24.7%	25.6%	26.9%	11.9%	23.6%	31.4%	26.5%	19.7%
<i>Oppose</i>	11.8%	17.3%	7.1%	10.4%	11.6%	16.7%	11.2%	13.7%	12.3%	8.2%
<i>Strongly Oppose</i>	9.0%	11.2%	7.5%	10.4%	9.0%	4.8%	10.4%	3.9%	9.4%	6.6%
<i>No Answer</i>	3.6%	1.0%	5.2%	5.6%	2.7%	2.4%	2.7%	5.9%	3.4%	3.3%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Provide more walking destinations and opportunities</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

<i>Strongly Support</i>	39.0%	35.2%	45.3%	40.8%	40.9%	38.1%	40.8%	40.2%	41.4%	34.4%
<i>Support</i>	31.7%	30.6%	30.7%	33.6%	29.6%	33.3%	30.7%	31.4%	30.6%	34.4%
<i>Neutral</i>	18.9%	24.0%	14.6%	12.0%	22.3%	14.3%	18.9%	18.6%	18.8%	18.0%
<i>Oppose</i>	2.8%	3.6%	1.5%	2.4%	2.7%	2.4%	2.2%	3.9%	2.9%	
<i>Strongly Oppose</i>	4.2%	4.6%	3.4%	5.6%	2.7%	4.8%	3.8%	2.9%	3.1%	8.2%
<i>No Answer</i>	3.4%	2.0%	4.5%	5.6%	2.0%	7.1%	3.6%	2.9%	3.1%	4.9%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Provide a cultural arts complex - theater, dance, artist space</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

<i>Strongly Support</i>	31.9%	26.0%	37.8%	32.0%	30.9%	42.9%	32.3%	32.4%	30.6%	41.0%
<i>Support</i>	27.5%	26.5%	28.5%	28.8%	27.2%	33.3%	27.9%	29.4%	29.6%	18.0%
<i>Neutral</i>	23.9%	28.1%	19.9%	21.6%	25.9%	11.9%	23.6%	22.5%	23.1%	27.9%
<i>Oppose</i>	7.0%	9.2%	4.5%	4.8%	8.3%		6.8%	5.9%	7.0%	4.9%
<i>Strongly Oppose</i>	6.6%	8.2%	5.2%	8.0%	5.3%	7.1%	6.0%	6.9%	6.0%	8.2%
<i>No Answer</i>	3.0%	2.0%	4.1%	4.8%	2.3%	4.8%	3.3%	2.9%	3.6%	
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Community Survey Report
Appendix C-2

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Improve transportation and connections within HMB</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

<i>Strongly Support</i>	40.4%	33.7%	47.2%	40.8%	39.5%	54.8%	40.0%	45.1%	39.0%	57.4%
<i>Support</i>	28.9%	31.6%	27.3%	26.4%	30.6%	26.2%	29.6%	27.5%	30.4%	21.3%
<i>Neutral</i>	19.5%	21.9%	15.4%	19.2%	20.6%	4.8%	19.2%	17.6%	19.3%	13.1%
<i>Oppose</i>	2.8%	4.1%	1.9%	4.0%	2.7%		2.5%	3.9%	3.1%	
<i>Strongly Oppose</i>	4.4%	6.6%	3.0%	3.2%	4.3%	7.1%	4.9%	2.0%	4.3%	4.9%
<i>No Answer</i>	4.0%	2.0%	5.2%	6.4%	2.3%	7.1%	3.8%	3.9%	3.9%	3.3%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q5 - Support for Transportation in Half Moon Bay <i>Provide new multi-use trails and bike paths</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

<i>Strongly Support</i>	43.8%	46.4%	45.3%	40.8%	46.2%	50.0%	41.9%	56.9%	44.6%	47.5%
<i>Support</i>	31.9%	30.1%	31.8%	28.8%	33.9%	26.2%	31.8%	31.4%	32.5%	29.5%
<i>Neutral</i>	11.8%	13.8%	10.1%	12.8%	11.3%	11.9%	13.2%	6.9%	12.0%	9.8%
<i>Oppose</i>	4.4%	4.6%	3.4%	5.6%	3.7%		4.4%	2.0%	3.6%	4.9%
<i>Strongly Oppose</i>	3.2%	2.0%	3.0%	4.8%	2.0%		2.7%	2.0%	2.4%	3.3%
<i>No Answer</i>	4.8%	3.1%	6.4%	7.2%	3.0%	11.9%	6.0%	1.0%	4.8%	4.9%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q5 - Support for Transportation in Half Moon Bay <i>Make Highway 1 four lanes through the city</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

<i>Strongly Support</i>	26.5%	29.1%	25.5%	28.0%	28.2%	19.0%	24.7%	37.3%	27.5%	24.6%
<i>Support</i>	14.1%	16.8%	11.6%	11.2%	14.3%	16.7%	14.0%	12.7%	12.3%	21.3%
<i>Neutral</i>	14.3%	12.2%	15.7%	14.4%	14.0%	14.3%	12.9%	17.6%	14.5%	13.1%
<i>Oppose</i>	17.5%	15.8%	18.0%	13.6%	18.9%	21.4%	17.8%	17.6%	18.1%	16.4%
<i>Strongly Oppose</i>	23.1%	23.0%	23.6%	28.8%	20.6%	19.0%	25.5%	12.7%	23.1%	21.3%
<i>No Answer</i>	4.6%	3.1%	5.6%	4.0%	4.0%	9.5%	5.2%	2.0%	4.6%	3.3%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q5 - Support for Transportation in Half Moon Bay <i>Add travel lanes to Highway 92 in Half Moon Bay</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

<i>Strongly Support</i>	33.3%	33.7%	33.3%	33.6%	34.2%	31.0%	31.5%	42.2%	34.2%	27.9%
<i>Support</i>	21.3%	22.4%	21.0%	18.4%	22.3%	26.2%	21.9%	20.6%	20.5%	27.9%
<i>Neutral</i>	15.5%	11.7%	17.6%	17.6%	15.3%	7.1%	14.2%	17.6%	14.9%	19.7%
<i>Oppose</i>	10.4%	12.2%	8.6%	7.2%	11.0%	14.3%	11.0%	7.8%	10.6%	8.2%
<i>Strongly Oppose</i>	13.3%	13.8%	13.1%	16.0%	12.3%	9.5%	14.8%	6.9%	13.0%	14.8%
<i>No Answer</i>	6.2%	6.1%	6.4%	7.2%	5.0%	11.9%	6.6%	4.9%	6.7%	1.6%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Community Survey Report
Appendix C-2

Q5 - Support for Transportation in Half Moon Bay <i>Improve crossings of Highways 1 and 92 for vehicles, bikes, pedestrians</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

<i>Strongly Support</i>	39.2%	32.7%	44.9%	38.4%	42.9%	26.2%	36.2%	54.9%	39.0%	49.2%
<i>Support</i>	27.7%	31.1%	25.1%	22.4%	27.6%	42.9%	29.6%	20.6%	28.7%	19.7%
<i>Neutral</i>	19.9%	25.0%	16.9%	24.0%	18.9%	19.0%	21.4%	15.7%	20.7%	14.8%
<i>Oppose</i>	5.2%	4.6%	4.9%	4.8%	5.3%		5.2%	2.9%	4.8%	3.3%
<i>Strongly Oppose</i>	4.4%	4.1%	4.1%	4.8%	3.3%	4.8%	4.1%	2.9%	3.6%	8.2%
<i>No Answer</i>	3.6%	2.6%	4.1%	5.6%	2.0%	7.1%	3.6%	2.9%	3.1%	4.9%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q5 - Support for Transportation in Half Moon Bay <i>Add more parallel routes to Highway 1 for vehicles, bikes, pedestrians</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

<i>Strongly Support</i>	36.9%	36.7%	39.3%	35.2%	36.9%	47.6%	34.2%	49.0%	37.3%	42.6%
<i>Support</i>	25.9%	24.5%	24.3%	20.8%	27.2%	21.4%	26.3%	20.6%	25.1%	23.0%
<i>Neutral</i>	16.5%	15.3%	18.0%	17.6%	17.9%	9.5%	17.3%	15.7%	16.6%	18.0%
<i>Oppose</i>	8.8%	10.7%	7.5%	8.8%	9.3%	4.8%	9.9%	4.9%	9.6%	1.6%
<i>Strongly Oppose</i>	6.8%	8.7%	4.9%	8.8%	5.6%	7.1%	6.6%	6.9%	6.5%	8.2%
<i>No Answer</i>	5.0%	4.1%	6.0%	8.8%	3.0%	9.5%	5.8%	2.9%	4.8%	6.6%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Community Survey Report
Appendix C-2

Q5 - Support for Transportation in Half Moon Bay Provide parking, shuttle services during summer weekends, special events	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

Strongly Support	29.3%	24.5%	34.5%	28.8%	28.9%	38.1%	29.0%	32.4%	30.1%	31.1%
Support	32.7%	32.7%	33.7%	32.0%	34.2%	31.0%	33.7%	32.4%	32.3%	37.7%
Neutral	23.3%	26.5%	19.1%	20.8%	23.6%	23.8%	21.6%	26.5%	23.6%	16.4%
Oppose	5.6%	9.2%	2.6%	4.8%	6.3%		6.0%	2.9%	5.5%	3.3%
Strongly Oppose	5.2%	5.6%	4.5%	7.2%	4.3%	2.4%	5.2%	3.9%	4.6%	8.2%
No Answer	3.8%	1.5%	5.6%	6.4%	2.7%	4.8%	4.4%	2.0%	3.9%	3.3%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q5 - Support for Transportation in Half Moon Bay Expand bus service	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

Strongly Support	27.1%	17.9%	35.6%	28.8%	24.6%	45.2%	27.1%	28.4%	27.0%	36.1%
Support	32.5%	34.7%	31.8%	32.0%	34.2%	28.6%	35.6%	24.5%	33.3%	31.1%
Neutral	29.3%	36.2%	23.6%	25.6%	32.6%	16.7%	26.6%	39.2%	29.4%	24.6%
Oppose	2.2%	3.1%	0.4%	1.6%	2.0%		1.6%	2.0%	1.7%	1.6%
Strongly Oppose	5.0%	6.1%	3.4%	5.6%	4.3%	2.4%	4.7%	3.9%	4.8%	3.3%
No Answer	3.8%	2.0%	5.2%	6.4%	2.3%	7.1%	4.4%	2.0%	3.9%	3.3%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q5 - Support for Transportation in Half Moon Bay <i>Provide better signs (to beach, downtown, etc.) for visitors</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

<i>Strongly Support</i>	17.9%	15.3%	19.9%	16.0%	18.3%	23.8%	17.5%	19.6%	19.0%	9.8%
<i>Support</i>	29.3%	29.6%	30.7%	29.6%	29.2%	33.3%	32.6%	19.6%	29.2%	32.8%
<i>Neutral</i>	36.1%	36.7%	35.6%	38.4%	36.9%	28.6%	34.2%	45.1%	35.9%	41.0%
<i>Oppose</i>	7.0%	10.7%	3.4%	5.6%	8.0%		6.0%	8.8%	6.7%	6.6%
<i>Strongly Oppose</i>	5.6%	5.1%	5.2%	5.6%	4.7%	4.8%	5.5%	2.9%	5.1%	6.6%
<i>No Answer</i>	4.0%	2.6%	5.2%	4.8%	3.0%	9.5%	4.1%	3.9%	4.1%	3.3%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q6 - What is the best way for the City to generate revenue to support City programs, services and ingrastructure maintenance?	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent

More hotels and tourism that provide revenue	2.83	2.88	2.82	2.97	2.85	2.47	2.94	2.55	2.81	3.21
Residential development that increases property tax base	4.03	4.28	3.87	3.90	4.11	4.16	4.17	3.66	4.11	3.74
Increase in voter-approved sales tax	4.17	4.12	4.11	4.11	4.20	3.77	4.24	3.81	4.12	4.27
Parcel tax for specific services (such as public safety, parks, youth services, library)	3.88	4.05	3.64	3.70	3.86	3.95	3.94	3.40	3.90	3.44
Increased fees and assessments for water, sewer, and storm drain infrastructure	4.31	4.35	4.20	4.28	4.26	4.43	4.35	4.05	4.33	3.98
Some other revenue generator	2.52	2.30	2.74	2.32	2.65	2.17	2.40	3.12	2.52	2.45

Note: Lower values represent more support for the initiative, higher represent less support.

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More activities and events</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent
Yes	49.6%	51.0%	49.4%	48.0%	50.2%	59.5%	46.0%	65.7%	48.2%	63.9%
No	23.5%	25.5%	21.7%	22.4%	24.9%	14.3%	25.5%	15.7%	23.9%	21.3%
No Opinion	26.9%	23.5%	28.8%	29.6%	24.9%	26.2%	28.5%	18.6%	28.0%	14.8%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More restaurants and dining establishments</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent
Yes	44.4%	47.4%	42.3%	44.0%	46.5%	31.0%	42.7%	51.0%	45.1%	41.0%
No	31.1%	30.6%	31.8%	27.2%	33.2%	26.2%	31.5%	29.4%	30.4%	34.4%
No Opinion	24.5%	21.9%	25.8%	28.8%	20.3%	42.9%	25.8%	19.6%	24.6%	24.6%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More small specialty shops</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent
Yes	49.4%	48.5%	51.7%	52.0%	49.2%	47.6%	50.4%	47.1%	48.7%	55.7%
No	22.9%	25.0%	21.0%	18.4%	26.6%	11.9%	23.0%	23.5%	23.4%	21.3%
No Opinion	27.7%	26.5%	27.3%	29.6%	24.3%	40.5%	26.6%	29.4%	28.0%	23.0%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Community Survey Report
Appendix C-2

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More large stores</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent
Yes	19.3%	15.8%	21.7%	19.2%	19.6%	16.7%	17.5%	25.5%	19.0%	21.3%
No	62.0%	63.8%	61.8%	60.8%	63.5%	64.3%	63.6%	59.8%	62.9%	60.7%
No Opinion	18.7%	20.4%	16.5%	20.0%	16.9%	19.0%	18.9%	14.7%	18.1%	18.0%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More housing</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent
Yes	23.1%	21.9%	24.3%	22.4%	23.9%	19.0%	22.7%	24.5%	19.3%	47.5%
No	50.8%	53.6%	48.3%	50.4%	52.5%	38.1%	50.4%	52.0%	54.0%	31.1%
No Opinion	26.1%	24.5%	27.3%	27.2%	23.6%	42.9%	26.8%	23.5%	26.7%	21.3%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>A movie theater</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent
Yes	65.5%	58.2%	72.3%	62.4%	66.8%	78.6%	65.8%	70.6%	65.8%	72.1%
No	19.9%	27.6%	13.5%	21.6%	20.3%	4.8%	19.2%	19.6%	20.0%	13.1%
No Opinion	14.7%	14.3%	14.2%	16.0%	13.0%	16.7%	15.1%	9.8%	14.2%	14.8%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Community Survey Report
Appendix C-2

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>Nightlife and evening entertainment</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent
Yes	53.2%	59.7%	50.6%	43.2%	56.8%	66.7%	50.7%	65.7%	53.3%	59.0%
No	23.7%	21.9%	24.3%	31.2%	21.6%	11.9%	24.1%	20.6%	23.6%	21.3%
No Opinion	23.1%	18.4%	25.1%	25.6%	21.6%	21.4%	25.2%	13.7%	23.1%	19.7%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>Additional public parking</i>	All Respondents	Gender		Adults in Residence			Children in Residence		Own or Rent Home	
		Male	Female	One	Two	Three or more	No	Yes	Own	Rent
Yes	46.2%	40.3%	50.6%	46.4%	45.5%	52.4%	49.3%	36.3%	45.1%	52.5%
No	25.1%	29.1%	22.8%	28.8%	25.2%	11.9%	24.4%	27.5%	26.0%	23.0%
No Opinion	28.7%	30.6%	26.6%	24.8%	29.2%	35.7%	26.3%	36.3%	28.9%	24.6%
	N=498	N=196	N=267	N=125	N=301	N=42	N=365	N=102	N=415	N=61

This page intentionally left blank.

Appendix C-3:
Responses Cross-Tabulated by Age and Income

Q2 - What do you like most about living in Half Moon Bay?	All Respondents	Age of Respondent				Total Household Income in 2013					
		Up to 40	41 to 55	56 to 65	66 & Older	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$150,000	\$150,000 & higher
Small town atmosphere, community	50.3%	54.7%	61.3%	53.3%	43.5%	30.8%	47.4%	46.9%	47.2%	60.0%	57.2%
The ocean, coastal living, coastal trail	40.6%	52.8%	45.9%	45.9%	33.8%	34.6%	42.1%	35.9%	41.5%	38.8%	45.3%
Natural, rural environment, scenic beauty	21.6%	22.6%	19.8%	28.7%	18.8%	23.1%	18.4%	18.8%	24.5%	25.9%	22.6%
Friendly people, sense of community	16.2%	20.8%	13.5%	11.5%	22.7%	19.2%	13.2%	14.1%	24.5%	18.8%	17.6%
Walking paths, trails, walkable community	11.9%	11.3%	18.0%	13.9%	7.1%	3.8%	10.5%	17.2%	9.4%	12.9%	13.2%
Lovely weather	11.3%	9.4%	9.0%	10.7%	13.0%	7.7%	10.5%	14.1%	15.1%	11.8%	8.2%
Open spaces	10.3%	13.2%	12.6%	8.2%	9.1%	15.4%	2.6%	12.5%	7.5%	9.4%	12.6%
Clean air	7.1%	1.9%	3.6%	4.9%	11.7%	7.7%	7.9%	4.7%	17.0%	4.7%	5.7%
Variety of restaurants and shops	6.3%	9.4%	9.0%	5.7%	5.2%	7.7%	2.6%	6.3%	9.4%	5.9%	8.8%
Proximity to Bay Area	6.3%	7.5%	6.3%	9.0%	3.9%	11.5%	2.6%	3.1%	3.8%	7.1%	8.8%
No Answer	6.3%	3.8%	4.5%	4.9%	7.1%	15.4%	7.9%	9.4%	3.8%	5.9%	3.8%
Low population density, quiet	3.6%		0.9%	3.3%	6.5%	3.8%	2.6%	6.3%	5.7%	2.4%	3.1%
Other	3.4%	3.8%	3.6%	1.6%	3.9%	7.7%	7.9%	1.6%	3.8%	2.4%	1.3%
Bike friendly	3.0%	3.8%	5.4%	1.6%	2.6%	3.8%		1.6%	1.9%	4.7%	3.8%
Outdoor activities available	1.8%	5.7%	2.7%	1.6%	0.6%			1.6%	3.8%	3.5%	1.9%
Mix of cultures, incomes, races	1.4%		1.8%	0.8%	2.6%	3.8%	5.3%	1.6%	3.8%		
Golf courses	0.8%			1.6%	1.3%						2.5%
Low traffic	0.6%			1.6%			2.6%				0.6%
	N=495	N=53	N=111	N=122	N=154	N=26	N=38	N=64	N=53	N=85	N=159

Q3 - What is the one thing the City should do that would most improve Half Moon Bay?	All Respondents	Age of Respondent				Total Household Income in 2013					
		Up to 40	41 to 55	56 to 65	66 & Older	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$150,000	\$150,000 & higher
Improve traffic, reduce congestion	21.9%	22.2%	28.6%	23.0%	18.1%	3.8%	21.1%	17.2%	26.4%	19.5%	28.1%
No Answer	11.0%	7.4%	11.6%	9.0%	12.9%	23.1%	10.5%	17.2%	5.7%	12.6%	7.5%
Other	10.8%	9.3%	9.8%	13.1%	9.0%	11.5%	13.2%	9.4%	3.8%	11.5%	11.3%
Bridge and road repair	5.8%	3.7%	2.7%	5.7%	8.4%	7.7%	5.3%	10.9%	9.4%	6.9%	2.5%
More efficient, lower cost city government	5.8%	5.6%	1.8%	4.9%	9.7%	7.7%	7.9%	9.4%	11.3%	3.4%	3.8%
Limit, stop growth	5.4%		8.9%	6.6%	5.2%	3.8%	5.3%		11.3%	8.0%	6.9%
Preserve small town environment	4.2%		0.9%	4.1%	7.1%	3.8%	2.6%	7.8%	1.9%	3.4%	3.1%
Attract more businesses, jobs	3.4%	3.7%	4.5%	4.1%	1.9%	3.8%			5.7%	4.6%	5.0%
Transportation, buses, public transportation, school buses	3.2%	5.6%	0.9%	4.9%	2.6%	11.5%	2.6%	6.3%	3.8%		1.9%
Expand/improve Hwy 92	3.2%	3.7%	5.4%	1.6%	1.9%					3.4%	5.6%
Improve/revitalize Main Street	2.8%		3.6%	2.5%	3.9%		5.3%	3.1%	1.9%	1.1%	2.5%
New, improved parks	2.6%	7.4%	0.9%	3.3%	2.6%				5.7%	4.6%	3.1%
More bike and walking trails	2.4%	3.7%	4.5%	2.5%	1.3%	3.8%			3.8%	2.3%	4.4%
Preserve/protect coastal area & open spaces	2.2%	5.6%	0.9%	4.9%					1.9%	3.4%	3.1%
Need a movie theater	1.8%	3.7%	1.8%	1.6%	1.9%	3.8%	2.6%	3.1%	1.9%	2.3%	1.3%
More funding for schools, schools are substandard	1.8%	3.7%	2.7%	0.8%	0.6%		2.6%		1.9%	2.3%	2.5%
Build a youth center, add youth activities	1.6%	3.7%	4.5%		0.6%			1.6%		2.3%	2.5%
Improve parking opportunities	1.6%	1.9%	0.9%	0.8%	1.3%		5.3%	4.7%	1.9%	1.1%	
Expand the library	1.6%	1.9%	1.8%	1.6%	1.9%	3.8%		4.7%	1.9%	1.1%	
Need a big store, variety store, Trader Joe's, Walmart	1.4%	1.9%			3.9%		7.9%	1.6%		1.1%	0.6%
Affordable housing	1.4%	1.9%	0.9%	3.3%	0.6%	3.8%	2.6%	1.6%		2.3%	0.6%
Attract restaurants & nightlife	1.6%	3.7%	0.9%		1.3%	3.8%	2.6%			2.3%	0.6%
Relax the permitting process	0.8%			0.8%	1.9%	3.8%					1.9%
Preserve natural environment	0.8%		0.9%	0.8%	0.6%		2.6%	1.6%			0.6%
Build an Arts center	0.6%		0.9%		0.6%						0.6%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Promote downtown vitality</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
<i>Strongly Support</i>	46.6%	59.3%	52.7%	46.7%	41.9%	34.6%	39.5%	42.2%	39.6%	44.8%	58.1%
<i>Support</i>	35.1%	35.2%	27.7%	39.3%	36.1%	23.1%	36.8%	29.7%	45.3%	42.5%	31.3%
<i>Neutral</i>	11.0%	1.9%	15.2%	9.0%	12.9%	23.1%	13.2%	14.1%	11.3%	9.2%	6.9%
<i>Oppose</i>	1.6%	1.9%	0.9%		1.3%		2.6%	4.7%		2.3%	0.6%
<i>Strongly Oppose</i>	1.8%	1.9%	1.8%		2.6%	7.7%	7.9%	3.1%			
<i>No Answer</i>	3.8%		1.8%	4.9%	5.2%	11.5%		6.3%	3.8%	1.1%	3.1%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Enhance access to the coast - trail connections, parking</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
<i>Strongly Support</i>	38.2%	53.7%	36.6%	32.8%	41.3%	38.5%	39.5%	31.3%	35.8%	37.9%	45.6%
<i>Support</i>	34.3%	29.6%	32.1%	38.5%	36.1%	23.1%	28.9%	31.3%	50.9%	41.4%	28.8%
<i>Neutral</i>	15.3%	11.1%	21.4%	15.6%	11.6%	7.7%	15.8%	14.1%	7.5%	18.4%	15.6%
<i>Oppose</i>	5.0%	3.7%	6.3%	4.9%	3.2%	11.5%	2.6%	7.8%	1.9%	1.1%	5.6%
<i>Strongly Oppose</i>	3.2%	1.9%	1.8%	2.5%	2.6%	7.7%	7.9%	6.3%		1.1%	1.9%
<i>No Answer</i>	4.0%		1.8%	5.7%	5.2%	11.5%	5.3%	9.4%	3.8%		2.5%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Promote more stores and services</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
<i>Strongly Support</i>	24.1%	35.2%	25.0%	20.5%	23.2%	26.9%	26.3%	25.0%	24.5%	21.8%	26.3%
<i>Support</i>	32.3%	35.2%	21.4%	36.9%	35.5%	26.9%	34.2%	31.3%	28.3%	34.5%	33.8%
<i>Neutral</i>	28.1%	22.2%	37.5%	27.0%	23.9%	19.2%	26.3%	26.6%	37.7%	34.5%	23.8%
<i>Oppose</i>	8.6%	5.6%	9.8%	9.0%	8.4%		5.3%	4.7%	9.4%	8.0%	11.3%
<i>Strongly Oppose</i>	3.4%	1.9%	4.5%	4.1%	3.2%	11.5%	7.9%	4.7%			3.8%
<i>No Answer</i>	3.4%		1.8%	2.5%	5.8%	15.4%		7.8%		1.1%	1.3%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Preserve environmental resources and open space</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
<i>Strongly Support</i>	61.4%	72.2%	67.0%	67.2%	55.5%	50.0%	60.5%	64.1%	69.8%	65.5%	62.5%
<i>Support</i>	20.5%	22.2%	17.0%	19.7%	23.9%	11.5%	23.7%	18.8%	22.6%	19.5%	20.6%
<i>Neutral</i>	10.4%	1.9%	12.5%	9.0%	9.0%	11.5%	13.2%	6.3%	5.7%	10.3%	11.3%
<i>Oppose</i>	2.8%		0.9%	2.5%	3.2%	3.8%		3.1%		2.3%	3.1%
<i>Strongly Oppose</i>	2.0%	1.9%	1.8%	0.8%	3.2%	11.5%		4.7%	1.9%	1.1%	
<i>No Answer</i>	2.8%	1.9%	0.9%	0.8%	5.2%	11.5%	2.6%	3.1%		1.1%	2.5%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Promote tourism - more events, restaurants, etc.</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
<i>Strongly Support</i>	15.7%	20.4%	15.2%	15.6%	14.2%	11.5%	5.3%	17.2%	17.0%	14.9%	20.0%
<i>Support</i>	27.7%	33.3%	26.8%	27.9%	25.8%	15.4%	21.1%	26.6%	26.4%	27.6%	31.9%
<i>Neutral</i>	30.1%	37.0%	29.5%	28.7%	31.0%	30.8%	42.1%	15.6%	43.4%	35.6%	28.1%
<i>Oppose</i>	14.9%	5.6%	19.6%	16.4%	14.8%	11.5%	18.4%	18.8%	7.5%	18.4%	11.9%
<i>Strongly Oppose</i>	6.8%	3.7%	7.1%	6.6%	6.5%	15.4%	10.5%	12.5%	3.8%	1.1%	5.0%
<i>No Answer</i>	4.8%		1.8%	4.9%	7.7%	15.4%	2.6%	9.4%	1.9%	2.3%	3.1%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Create new parks and other recreational facilities</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
<i>Strongly Support</i>	28.9%	44.4%	31.3%	27.0%	27.7%	19.2%	21.1%	26.6%	43.4%	42.5%	26.3%
<i>Support</i>	33.7%	25.9%	34.8%	32.8%	34.8%	30.8%	39.5%	29.7%	30.2%	28.7%	31.9%
<i>Neutral</i>	22.5%	22.2%	22.3%	23.0%	23.2%	26.9%	18.4%	18.8%	22.6%	23.0%	26.9%
<i>Oppose</i>	6.8%	3.7%	5.4%	10.7%	4.5%	3.8%	5.3%	6.3%	3.8%	4.6%	8.8%
<i>Strongly Oppose</i>	4.0%	1.9%	5.4%	0.8%	4.5%	7.7%	10.5%	9.4%			2.5%
<i>No Answer</i>	4.0%	1.9%	0.9%	5.7%	5.2%	11.5%	5.3%	9.4%		1.1%	3.8%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Provide more office and business incubation space</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		Up to 40	41 to 55	56 to 65	66 & Older	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$150,000	\$150,000 & higher
<i>Strongly Support</i>	10.8%	16.7%	10.7%	10.7%	9.7%		13.2%	7.8%	7.5%	14.9%	13.8%
<i>Support</i>	23.9%	22.2%	20.5%	23.8%	27.1%	11.5%	18.4%	26.6%	20.8%	25.3%	25.6%
<i>Neutral</i>	41.0%	48.1%	43.8%	38.5%	37.4%	46.2%	44.7%	39.1%	50.9%	42.5%	37.5%
<i>Oppose</i>	12.4%	9.3%	13.4%	13.1%	12.3%	3.8%	7.9%	12.5%	9.4%	9.2%	14.4%
<i>Strongly Oppose</i>	7.2%	3.7%	9.8%	7.4%	7.1%	23.1%	13.2%	6.3%	5.7%	6.9%	5.6%
<i>No Answer</i>	4.6%		1.8%	6.6%	6.5%	15.4%	2.6%	7.8%	5.7%	1.1%	3.1%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Promote housing for a variety of income groups and age ranges</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		Up to 40	41 to 55	56 to 65	66 & Older	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$150,000	\$150,000 & higher
<i>Strongly Support</i>	20.3%	33.3%	12.5%	24.6%	21.3%	26.9%	28.9%	23.4%	22.6%	19.5%	19.4%
<i>Support</i>	29.1%	22.2%	26.8%	32.0%	35.5%	19.2%	28.9%	26.6%	43.4%	27.6%	27.5%
<i>Neutral</i>	26.1%	22.2%	32.1%	21.3%	23.9%	23.1%	18.4%	18.8%	20.8%	33.3%	26.9%
<i>Oppose</i>	11.8%	14.8%	15.2%	10.7%	7.7%	3.8%	13.2%	12.5%	7.5%	11.5%	14.4%
<i>Strongly Oppose</i>	9.0%	7.4%	11.6%	7.4%	7.1%	15.4%	7.9%	10.9%	5.7%	5.7%	8.8%
<i>No Answer</i>	3.6%		1.8%	4.1%	4.5%	11.5%	2.6%	7.8%		2.3%	3.1%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Provide more walking destinations and opportunities</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		Up to 40	41 to 55	56 to 65	66 & Older	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$150,000	\$150,000 & higher
<i>Strongly Support</i>	39.0%	48.1%	41.1%	39.3%	39.4%	38.5%	42.1%	43.8%	43.4%	41.4%	40.6%
<i>Support</i>	31.7%	25.9%	35.7%	33.6%	29.0%	3.8%	31.6%	25.0%	41.5%	39.1%	29.4%
<i>Neutral</i>	18.9%	20.4%	14.3%	19.7%	20.0%	30.8%	13.2%	18.8%	11.3%	16.1%	21.9%
<i>Oppose</i>	2.8%		2.7%	2.5%	3.2%	3.8%	2.6%	1.6%		3.4%	3.1%
<i>Strongly Oppose</i>	4.2%	5.6%	4.5%	1.6%	3.2%	7.7%	7.9%	7.8%	3.8%		1.9%
<i>No Answer</i>	3.4%		1.8%	3.3%	5.2%	15.4%	2.6%	3.1%			3.1%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Provide a cultural arts complex - theater, dance, artist space</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		Up to 40	41 to 55	56 to 65	66 & Older	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$150,000	\$150,000 & higher
<i>Strongly Support</i>	31.9%	40.7%	21.4%	37.7%	34.2%	30.8%	44.7%	29.7%	43.4%	29.9%	28.1%
<i>Support</i>	27.5%	25.9%	27.7%	32.8%	26.5%	19.2%	23.7%	31.3%	22.6%	36.8%	29.4%
<i>Neutral</i>	23.9%	22.2%	31.3%	19.7%	21.9%	23.1%	21.1%	12.5%	26.4%	26.4%	26.3%
<i>Oppose</i>	7.0%	3.7%	8.0%	5.7%	5.8%	7.7%		4.7%	3.8%	4.6%	6.9%
<i>Strongly Oppose</i>	6.6%	5.6%	8.9%	2.5%	7.1%	7.7%	7.9%	15.6%	3.8%	1.1%	7.5%
<i>No Answer</i>	3.0%	1.9%	2.7%	1.6%	4.5%	11.5%	2.6%	6.3%		1.1%	1.9%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Improve transportation and connections within HMB</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		Up to 40	41 to 55	56 to 65	66 & Older	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$150,000	\$150,000 & higher
<i>Strongly Support</i>	40.4%	50.0%	40.2%	42.6%	38.7%	50.0%	57.9%	45.3%	47.2%	35.6%	36.9%
<i>Support</i>	28.9%	27.8%	22.3%	35.2%	31.6%	23.1%	18.4%	17.2%	34.0%	36.8%	27.5%
<i>Neutral</i>	19.5%	16.7%	24.1%	10.7%	20.0%	7.7%	10.5%	20.3%	17.0%	20.7%	21.3%
<i>Oppose</i>	2.8%		4.5%	3.3%	1.9%		5.3%	1.6%		2.3%	5.0%
<i>Strongly Oppose</i>	4.4%	3.7%	8.0%	2.5%	3.2%	7.7%	5.3%	9.4%	1.9%	1.1%	5.6%
<i>No Answer</i>	4.0%	1.9%	0.9%	5.7%	4.5%	11.5%	2.6%	6.3%		3.4%	3.8%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q5 - Support for Transportation in Half Moon Bay <i>Provide new multi-use trails and bike paths</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		Up to 40	41 to 55	56 to 65	66 & Older	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$150,000	\$150,000 & higher
<i>Strongly Support</i>	43.8%	59.3%	53.6%	42.6%	38.7%	26.9%	34.2%	46.9%	49.1%	50.6%	51.3%
<i>Support</i>	31.9%	33.3%	30.4%	32.0%	31.6%	23.1%	36.8%	23.4%	34.0%	33.3%	29.4%
<i>Neutral</i>	11.8%	3.7%	12.5%	13.1%	12.9%	15.4%	13.2%	14.1%	5.7%	13.8%	11.3%
<i>Oppose</i>	4.4%		0.9%	4.9%	6.5%	7.7%	5.3%	6.3%	1.9%	2.3%	3.8%
<i>Strongly Oppose</i>	3.2%	3.7%	0.9%	0.8%	3.9%	7.7%	7.9%	4.7%	1.9%		1.3%
<i>No Answer</i>	4.8%		1.8%	6.6%	6.5%	19.2%	2.6%	4.7%	7.5%		3.1%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q5 - Support for Transportation in Half Moon Bay <i>Make Highway 1 four lanes through the city</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
<i>Strongly Support</i>	26.5%	35.2%	28.6%	25.4%	23.2%	15.4%	26.3%	20.3%	28.3%	23.0%	33.8%
<i>Support</i>	14.1%	20.4%	11.6%	9.0%	17.4%	19.2%	13.2%	7.8%	17.0%	19.5%	11.9%
<i>Neutral</i>	14.3%	20.4%	15.2%	9.0%	17.4%	15.4%	13.2%	14.1%	15.1%	13.8%	14.4%
<i>Oppose</i>	17.5%	7.4%	21.4%	18.0%	18.1%	11.5%	21.1%	15.6%	20.8%	16.1%	18.1%
<i>Strongly Oppose</i>	23.1%	14.8%	22.3%	31.1%	18.7%	26.9%	21.1%	34.4%	17.0%	25.3%	19.4%
<i>No Answer</i>	4.6%	1.9%	0.9%	7.4%	5.2%	11.5%	5.3%	7.8%	1.9%	2.3%	2.5%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q5 - Support for Transportation in Half Moon Bay <i>Add travel lanes to Highway 92 in Half Moon Bay</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
<i>Strongly Support</i>	33.3%	42.6%	40.2%	28.7%	30.3%	23.1%	34.2%	26.6%	39.6%	27.6%	40.0%
<i>Support</i>	21.3%	29.6%	21.4%	21.3%	20.0%	15.4%	15.8%	15.6%	26.4%	25.3%	23.8%
<i>Neutral</i>	15.5%	14.8%	11.6%	12.3%	20.6%	23.1%	18.4%	20.3%	15.1%	12.6%	11.3%
<i>Oppose</i>	10.4%	5.6%	11.6%	11.5%	10.3%	3.8%	15.8%	10.9%	3.8%	14.9%	9.4%
<i>Strongly Oppose</i>	13.3%	5.6%	10.7%	19.7%	11.6%	19.2%	13.2%	18.8%	11.3%	16.1%	11.9%
<i>No Answer</i>	6.2%	1.9%	4.5%	6.6%	7.1%	15.4%	2.6%	7.8%	3.8%	3.4%	3.8%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q5 - Support for Transportation in Half Moon Bay <i>Improve crossings of Highways 1 and 92 for vehicles, bikes, pedestrians</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
<i>Strongly Support</i>	39.2%	59.3%	41.1%	36.9%	35.5%	34.6%	36.8%	37.5%	49.1%	37.9%	45.0%
<i>Support</i>	27.7%	16.7%	25.9%	29.5%	31.0%	23.1%	26.3%	18.8%	28.3%	36.8%	25.6%
<i>Neutral</i>	19.9%	13.0%	24.1%	22.1%	20.0%	15.4%	18.4%	28.1%	15.1%	16.1%	20.0%
<i>Oppose</i>	5.2%	3.7%	6.3%	3.3%	5.2%	3.8%	5.3%	3.1%	3.8%	3.4%	6.3%
<i>Strongly Oppose</i>	4.4%	5.6%	1.8%	4.9%	3.2%	11.5%	10.5%	7.8%	1.9%	3.4%	1.9%
<i>No Answer</i>	3.6%	1.9%	0.9%	3.3%	5.2%	11.5%	2.6%	4.7%	1.9%	2.3%	1.3%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q5 - Support for Transportation in Half Moon Bay <i>Add more parallel routes to Highway 1 for vehicles, bikes, pedestrians</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
<i>Strongly Support</i>	36.9%	51.9%	41.1%	41.0%	29.7%	26.9%	34.2%	39.1%	37.7%	32.2%	46.3%
<i>Support</i>	25.9%	31.5%	17.0%	24.6%	28.4%	15.4%	21.1%	21.9%	32.1%	26.4%	23.8%
<i>Neutral</i>	16.5%	7.4%	21.4%	17.2%	16.8%	15.4%	21.1%	14.1%	17.0%	23.0%	12.5%
<i>Oppose</i>	8.8%	1.9%	11.6%	10.7%	8.4%	3.8%	7.9%	4.7%	3.8%	12.6%	10.0%
<i>Strongly Oppose</i>	6.8%	5.6%	6.3%	3.3%	8.4%	15.4%	10.5%	15.6%	5.7%	2.3%	5.6%
<i>No Answer</i>	5.0%	1.9%	2.7%	3.3%	8.4%	23.1%	5.3%	4.7%	3.8%	3.4%	1.9%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q5 - Support for Transportation in Half Moon Bay <i>Provide parking, shuttle services during summer weekends, special events</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
<i>Strongly Support</i>	29.3%	29.6%	30.4%	32.0%	31.0%	30.8%	31.6%	39.1%	26.4%	27.6%	31.3%
<i>Support</i>	32.7%	27.8%	33.0%	36.9%	32.9%	15.4%	42.1%	25.0%	35.8%	35.6%	32.5%
<i>Neutral</i>	23.3%	25.9%	27.7%	21.3%	19.4%	26.9%	10.5%	15.6%	26.4%	25.3%	25.0%
<i>Oppose</i>	5.6%	9.3%	3.6%	2.5%	6.5%	3.8%	2.6%	4.7%	5.7%	8.0%	4.4%
<i>Strongly Oppose</i>	5.2%	7.4%	5.4%	2.5%	4.5%	7.7%	10.5%	10.9%	1.9%	2.3%	5.0%
<i>No Answer</i>	3.8%			4.9%	5.8%	15.4%	2.6%	4.7%	3.8%	1.1%	1.9%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q5 - Support for Transportation in Half Moon Bay <i>Expand bus service</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
<i>Strongly Support</i>	27.1%	31.5%	25.9%	28.7%	28.4%	42.3%	39.5%	40.6%	28.3%	25.3%	21.9%
<i>Support</i>	32.5%	24.1%	26.8%	34.4%	39.4%	19.2%	39.5%	25.0%	39.6%	36.8%	30.6%
<i>Neutral</i>	29.3%	38.9%	41.1%	28.7%	19.4%	11.5%	7.9%	21.9%	26.4%	32.2%	37.5%
<i>Oppose</i>	2.2%	1.9%	0.9%	0.8%	1.9%	3.8%			1.9%	3.4%	1.3%
<i>Strongly Oppose</i>	5.0%	3.7%	5.4%	2.5%	5.2%	7.7%	7.9%	7.8%			7.5%
<i>No Answer</i>	3.8%			4.9%	5.8%	15.4%	5.3%	4.7%	3.8%	2.3%	1.3%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q5 - Support for Transportation in Half Moon Bay <i>Provide better signs (to beach, downtown, etc.) for visitors</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		Up to 40	41 to 55	56 to 65	66 & Older	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$150,000	\$150,000 & higher
<i>Strongly Support</i>	17.9%	18.5%	17.9%	20.5%	16.8%	11.5%	23.7%	18.8%	20.8%	17.2%	16.9%
<i>Support</i>	29.3%	18.5%	26.8%	28.7%	38.1%	26.9%	39.5%	25.0%	22.6%	29.9%	33.1%
<i>Neutral</i>	36.1%	46.3%	43.8%	33.6%	31.0%	30.8%	21.1%	37.5%	47.2%	37.9%	35.0%
<i>Oppose</i>	7.0%	11.1%	8.0%	4.9%	4.5%	3.8%	2.6%	3.1%	5.7%	8.0%	9.4%
<i>Strongly Oppose</i>	5.6%	5.6%	3.6%	7.4%	3.2%	11.5%	10.5%	10.9%		4.6%	3.8%
<i>No Answer</i>	4.0%			4.9%	6.5%	15.4%	2.6%	4.7%	3.8%	2.3%	1.9%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q6 - What is the best way for the City to generate revenue to support City programs, services and ingrastructure maintenance?	All Respondents	Age of Respondent				Total Household Income in 2013					
		Up to 40	41 to 55	56 to 65	66 & Older	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$150,000	\$150,000 & higher
More hotels and tourism that provide revenue	2.83	2.65	2.74	3.02	2.86	3.45	3.11	3.09	2.58	2.73	2.61
Residential development that increases property tax base	4.03	3.27	4.83	3.94	3.76	4.57	4.06	4.07	3.85	3.78	4.21
Increase in voter-approved sales tax	4.17	3.76	3.95	4.14	4.25	4.60	4.17	4.27	4.17	4.14	3.90
Parcel tax for specific services (such as public safety, parks, youth services, library)	3.88	3.28	3.84	3.96	3.71	4.30	3.39	3.81	3.98	3.75	3.69
Increased fees and assessments for water, sewer, and storm drain infrastructure	4.31	3.98	4.14	4.31	4.27	4.74	3.89	4.24	4.36	4.29	4.12
Some other revenue generator	2.52	2.64	2.78	2.48	2.21	3.33	2.71	2.90	2.00	2.62	2.67
Note: Lower values represent more support for the initiative, higher represent less support.											

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More activities and events</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
Yes	49.6%	74.1%	57.1%	47.5%	40.0%	42.3%	39.5%	53.1%	37.7%	59.8%	53.1%
No	23.5%	11.1%	22.3%	24.6%	27.7%	15.4%	36.8%	28.1%	22.6%	17.2%	24.4%
No Opinion	26.9%	14.8%	20.5%	27.9%	32.3%	42.3%	23.7%	18.8%	39.6%	23.0%	22.5%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More restaurants and dining establishments</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
Yes	44.4%	53.7%	50.0%	44.3%	35.5%	26.9%	28.9%	34.4%	34.0%	54.0%	54.4%
No	31.1%	24.1%	25.0%	37.7%	32.9%	23.1%	42.1%	37.5%	35.8%	24.1%	28.8%
No Opinion	24.5%	22.2%	25.0%	18.0%	31.6%	50.0%	28.9%	28.1%	30.2%	21.8%	16.9%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More small specialty shops</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
Yes	49.4%	51.9%	53.6%	54.1%	43.2%	26.9%	42.1%	39.1%	37.7%	57.5%	61.3%
No	22.9%	24.1%	24.1%	21.3%	23.9%	23.1%	36.8%	25.0%	28.3%	19.5%	17.5%
No Opinion	27.7%	24.1%	22.3%	24.6%	32.9%	50.0%	21.1%	35.9%	34.0%	23.0%	21.3%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Community Survey Report
Appendix C-3

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More large stores</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
Yes	19.3%	25.9%	19.6%	16.4%	17.4%	23.1%	21.1%	17.2%	26.4%	17.2%	16.3%
No	62.0%	63.0%	63.4%	66.4%	60.6%	46.2%	50.0%	65.6%	52.8%	69.0%	69.4%
No Opinion	18.7%	11.1%	17.0%	17.2%	21.9%	30.8%	28.9%	17.2%	20.8%	13.8%	14.4%
	<i>N=498</i>	<i>N=54</i>	<i>N=112</i>	<i>N=122</i>	<i>N=155</i>	<i>N=26</i>	<i>N=38</i>	<i>N=64</i>	<i>N=53</i>	<i>N=87</i>	<i>N=160</i>

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More housing</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
Yes	23.1%	38.9%	17.9%	20.5%	24.5%	34.6%	26.3%	21.9%	32.1%	19.5%	23.1%
No	50.8%	48.1%	57.1%	54.1%	43.9%	23.1%	36.8%	56.3%	39.6%	60.9%	52.5%
No Opinion	26.1%	13.0%	25.0%	25.4%	31.6%	42.3%	36.8%	21.9%	28.3%	19.5%	24.4%
	<i>N=498</i>	<i>N=54</i>	<i>N=112</i>	<i>N=122</i>	<i>N=155</i>	<i>N=26</i>	<i>N=38</i>	<i>N=64</i>	<i>N=53</i>	<i>N=87</i>	<i>N=160</i>

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>A movie theater</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
Yes	65.5%	72.2%	63.4%	64.8%	69.7%	50.0%	71.1%	75.0%	69.8%	67.8%	66.3%
No	19.9%	16.7%	23.2%	18.9%	17.4%	19.2%	18.4%	14.1%	17.0%	23.0%	20.0%
No Opinion	14.7%	11.1%	13.4%	16.4%	12.9%	30.8%	10.5%	10.9%	13.2%	9.2%	13.8%
	<i>N=498</i>	<i>N=54</i>	<i>N=112</i>	<i>N=122</i>	<i>N=155</i>	<i>N=26</i>	<i>N=38</i>	<i>N=64</i>	<i>N=53</i>	<i>N=87</i>	<i>N=160</i>

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>Nightlife and evening entertainment</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
Yes	53.2%	75.9%	58.0%	62.3%	39.4%	19.2%	42.1%	48.4%	45.3%	69.0%	64.4%
No	23.7%	18.5%	23.2%	18.0%	29.7%	34.6%	26.3%	25.0%	22.6%	18.4%	21.3%
No Opinion	23.1%	5.6%	18.8%	19.7%	31.0%	46.2%	31.6%	26.6%	32.1%	12.6%	14.4%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>Additional public parking</i>	All Respondents	Age of Respondent				Total Household Income in 2013					
		<i>Up to 40</i>	<i>41 to 55</i>	<i>56 to 65</i>	<i>66 & Older</i>	<i>Less than \$25,000</i>	<i>\$25,000 to \$49,999</i>	<i>\$50,000 to \$74,999</i>	<i>\$75,000 to \$99,999</i>	<i>\$100,000 to \$150,000</i>	<i>\$150,000 & higher</i>
Yes	46.2%	33.3%	37.5%	46.7%	55.5%	30.8%	68.4%	45.3%	49.1%	44.8%	41.9%
No	25.1%	38.9%	30.4%	26.2%	17.4%	26.9%	23.7%	23.4%	20.8%	29.9%	30.0%
No Opinion	28.7%	27.8%	32.1%	27.0%	27.1%	42.3%	7.9%	31.3%	30.2%	25.3%	28.1%
	N=498	N=54	N=112	N=122	N=155	N=26	N=38	N=64	N=53	N=87	N=160

This page intentionally left blank.

Appendix C-4:
Responses Cross-Tabulated by Employment and Ethnicity

Q2 - What do you like most about living in Half Moon Bay?	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
Small town atmosphere, community	50.3%	52.5%	52.8%	44.9%	64.3%	50.4%	50.0%	56.5%
The ocean, coastal living, coastal trail	40.6%	43.9%	41.7%	35.3%	35.7%	41.6%	40.0%	52.2%
Natural, rural environment, scenic beauty	21.6%	22.1%	27.8%	21.2%	21.4%	22.6%	15.0%	8.7%
Friendly people, sense of community	16.2%	16.1%	16.7%	17.9%	7.1%	17.5%	20.0%	21.7%
Walking paths, trails, walkable community	11.9%	12.1%	27.8%	8.3%	21.4%	12.3%	15.0%	8.7%
Lovely weather	11.3%	11.1%	5.6%	14.1%	14.3%	11.6%		4.3%
Open spaces	10.3%	11.4%	19.4%	7.1%	7.1%	10.5%	5.0%	13.0%
Clean air	7.1%	5.4%	2.8%	9.6%	7.1%	6.7%	5.0%	17.4%
Variety of restaurants and shops	6.3%	6.4%		7.1%	7.1%	7.5%	5.0%	
Proximity to Bay Area	6.3%	6.1%	5.6%	5.8%		6.4%	5.0%	4.3%
No Answer	6.3%	5.7%	5.6%	7.7%	7.1%	5.4%	10.0%	8.7%
Low population density, quiet	3.6%	2.1%	2.8%	6.4%	7.1%	3.9%		
Other	3.4%	3.6%		3.2%		3.1%		8.7%
Bike friendly	3.0%	3.6%	5.6%	1.3%	14.3%	2.3%	5.0%	8.7%
Outdoor activities available	1.8%	2.5%	5.6%			1.8%	5.0%	4.3%
Mix of cultures, incomes, races	1.4%	0.7%	2.8%	2.6%		1.5%		
Golf courses	0.8%	0.7%		0.6%		1.0%		
Low traffic	0.6%	0.4%	5.6%			0.5%		
	N=495	N=280	N=36	N=156	N=14	N=389	N=20	N=23

Q3 - What is the one thing the City should do that would most improve Half Moon Bay?	All Respondents	Q8 - What is your employment?			Ethnicity			
		Employed full-time	Employed part-time	Retired	Asian or Asian American	Caucasian or White	Latino or Hispanic	Other
Improve traffic, reduce congestion	21.9%	22.3%	16.2%	22.4%	35.7%	22.7%	20.0%	21.7%
No Answer	11.0%	10.6%	10.8%	12.8%	7.1%	10.2%	20.0%	8.7%
Other	10.8%	11.3%	2.7%	10.3%	14.3%	11.0%	10.0%	8.7%
Bridge and road repair	5.8%	4.6%	10.8%	7.7%		6.4%		4.3%
More efficient, lower cost city government	5.8%	3.9%	10.8%	9.0%	14.3%	5.6%	5.0%	4.3%
Limit, stop growth	5.4%	5.7%	8.1%	5.1%	7.1%	6.1%		4.3%
Preserve small town environment	4.2%	3.5%	5.4%	5.1%		4.1%		4.3%
Attract more businesses, jobs	3.4%	5.7%		0.6%		3.1%	5.0%	8.7%
Transportation, buses, public transportation, school buses	3.2%	2.8%	8.1%	2.6%		3.3%	5.0%	4.3%
Expand/improve Hwy 92	3.2%	4.3%		1.9%		2.8%	5.0%	
Improve/revitalize Main Street	2.8%	3.9%	5.4%	0.6%		2.8%		
New, improved parks	2.6%	2.8%		2.6%	7.1%	2.6%		4.3%
More bike and walking trails	2.4%	2.5%		1.9%		2.6%	5.0%	4.3%
Preserve/protect coastal area & open spaces	2.2%	3.2%	5.4%			2.6%		
Need a movie theater	1.8%	1.4%	2.7%	1.9%	7.1%	1.0%	10.0%	8.7%
More funding for schools, schools are substandard	1.8%	2.1%		1.3%		1.8%	5.0%	
Build a youth center, add youth activities	1.6%	2.1%	2.7%	0.6%		1.3%	5.0%	4.3%
Improve parking opportunities	1.6%	1.8%		1.9%		1.8%		4.3%
Expand the library	1.6%	0.4%	5.4%	2.6%		2.0%		
Need a big store, variety store, Trader Joe's, Walmart	1.4%	0.4%	2.7%	3.2%		1.8%		
Affordable housing	1.4%	1.8%		1.3%		1.5%	5.0%	
Attract restaurants & nightlife	1.6%	1.8%		1.9%		1.0%		4.3%
Relax the permitting process	0.8%	0.4%	2.7%	1.3%		1.0%		
Preserve natural environment	0.8%	0.7%		0.6%	7.1%	0.5%		
Build an Arts center	0.6%			0.6%		0.5%		
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Promote downtown vitality</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	46.6%	49.6%	59.5%	35.9%	57.1%	47.4%	30.0%	47.8%
<i>Support</i>	35.1%	33.7%	29.7%	39.7%	14.3%	36.2%	35.0%	30.4%
<i>Neutral</i>	11.0%	10.6%	8.1%	13.5%	21.4%	10.5%	15.0%	8.7%
<i>Oppose</i>	1.6%	1.1%	2.7%	1.9%		1.0%	10.0%	4.3%
<i>Strongly Oppose</i>	1.8%	1.8%		2.6%		1.0%	10.0%	8.7%
<i>No Answer</i>	3.8%	3.2%		6.4%	7.1%	3.8%		
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Enhance access to the coast - trail connections, parking</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	38.2%	35.8%	35.1%	42.9%	57.1%	39.3%	40.0%	21.7%
<i>Support</i>	34.3%	35.5%	35.1%	32.1%	35.7%	34.7%	40.0%	34.8%
<i>Neutral</i>	15.3%	17.4%	18.9%	10.9%	7.1%	15.6%		26.1%
<i>Oppose</i>	5.0%	5.0%	10.8%	3.2%		4.1%	10.0%	4.3%
<i>Strongly Oppose</i>	3.2%	2.8%		5.1%		2.6%	10.0%	4.3%
<i>No Answer</i>	4.0%	3.5%		5.8%		3.8%		8.7%
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Promote more stores and services</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	24.1%	26.2%	18.9%	22.4%	14.3%	25.5%	20.0%	26.1%
<i>Support</i>	32.3%	29.1%	43.2%	34.0%	42.9%	32.9%	35.0%	17.4%
<i>Neutral</i>	28.1%	29.4%	24.3%	26.9%	28.6%	27.3%	40.0%	21.7%
<i>Oppose</i>	8.6%	8.9%	10.8%	7.7%	7.1%	8.9%		17.4%
<i>Strongly Oppose</i>	3.4%	3.9%	2.7%	3.2%		2.8%	5.0%	13.0%
<i>No Answer</i>	3.4%	2.5%		5.8%	7.1%	2.6%		4.3%
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Preserve environmental resources and open space</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	61.4%	63.8%	64.9%	57.7%	57.1%	61.2%	65.0%	73.9%
<i>Support</i>	20.5%	20.9%	18.9%	19.9%	35.7%	21.4%	15.0%	8.7%
<i>Neutral</i>	10.4%	9.2%	10.8%	10.9%		9.9%	15.0%	8.7%
<i>Oppose</i>	2.8%	2.1%	5.4%	3.2%		2.8%		
<i>Strongly Oppose</i>	2.0%	1.4%		3.8%		2.0%	5.0%	4.3%
<i>No Answer</i>	2.8%	2.5%		4.5%	7.1%	2.6%		4.3%
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Promote tourism - more events, restaurants, etc.</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	15.7%	18.1%	10.8%	14.1%	35.7%	15.1%	20.0%	8.7%
<i>Support</i>	27.7%	28.0%	29.7%	25.0%	14.3%	28.8%	25.0%	26.1%
<i>Neutral</i>	30.1%	30.1%	32.4%	30.8%	35.7%	30.9%	35.0%	30.4%
<i>Oppose</i>	14.9%	12.4%	24.3%	16.7%		15.3%	15.0%	13.0%
<i>Strongly Oppose</i>	6.8%	7.8%	2.7%	6.4%	7.1%	5.1%	5.0%	17.4%
<i>No Answer</i>	4.8%	3.5%		7.1%	7.1%	4.8%		4.3%
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Create new parks and other recreational facilities</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	28.9%	30.9%	27.0%	26.3%	50.0%	28.8%	35.0%	26.1%
<i>Support</i>	33.7%	34.0%	27.0%	35.3%	21.4%	35.2%	20.0%	26.1%
<i>Neutral</i>	22.5%	21.6%	29.7%	22.4%	28.6%	21.7%	25.0%	34.8%
<i>Oppose</i>	6.8%	6.0%	10.8%	6.4%		7.1%		4.3%
<i>Strongly Oppose</i>	4.0%	4.3%	2.7%	4.5%		3.1%	10.0%	8.7%
<i>No Answer</i>	4.0%	3.2%	2.7%	5.1%		4.1%	10.0%	
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Provide more office and business incubation space</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	10.8%	13.5%	13.5%	7.1%	14.3%	11.7%	5.0%	
<i>Support</i>	23.9%	23.8%	21.6%	23.1%	35.7%	24.0%	30.0%	17.4%
<i>Neutral</i>	41.0%	39.4%	48.6%	40.4%	14.3%	40.8%	50.0%	56.5%
<i>Oppose</i>	12.4%	11.0%	10.8%	16.0%	21.4%	12.0%	5.0%	13.0%
<i>Strongly Oppose</i>	7.2%	8.9%	2.7%	6.4%	7.1%	6.4%	10.0%	13.0%
<i>No Answer</i>	4.6%	3.5%	2.7%	7.1%	7.1%	5.1%		
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Promote housing for a variety of income groups and age ranges</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	20.3%	22.0%	32.4%	16.0%	35.7%	19.6%	35.0%	17.4%
<i>Support</i>	29.1%	27.0%	35.1%	33.3%	21.4%	30.6%	15.0%	43.5%
<i>Neutral</i>	26.1%	25.5%	24.3%	26.9%	28.6%	25.8%	25.0%	13.0%
<i>Oppose</i>	11.8%	12.1%	2.7%	10.9%	14.3%	12.2%	10.0%	4.3%
<i>Strongly Oppose</i>	9.0%	10.3%	2.7%	8.3%		7.9%	15.0%	21.7%
<i>No Answer</i>	3.6%	3.2%	2.7%	4.5%		3.8%		
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Provide more walking destinations and opportunities</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	39.0%	38.3%	45.9%	39.1%	42.9%	41.6%	35.0%	34.8%
<i>Support</i>	31.7%	32.6%	35.1%	29.5%	35.7%	30.9%	35.0%	43.5%
<i>Neutral</i>	18.9%	19.9%	10.8%	19.2%	14.3%	18.6%	15.0%	13.0%
<i>Oppose</i>	2.8%	1.1%	8.1%	3.2%		2.8%		4.3%
<i>Strongly Oppose</i>	4.2%	5.0%		4.5%		3.1%	15.0%	4.3%
<i>No Answer</i>	3.4%	3.2%		4.5%	7.1%	3.1%		
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Provide a cultural arts complex - theater, dance, artist space</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	31.9%	29.8%	32.4%	35.3%	28.6%	30.9%	45.0%	39.1%
<i>Support</i>	27.5%	27.0%	32.4%	25.6%	21.4%	30.1%	20.0%	17.4%
<i>Neutral</i>	23.9%	28.4%	21.6%	18.6%	35.7%	23.7%	20.0%	21.7%
<i>Oppose</i>	7.0%	5.0%	5.4%	9.6%		6.6%		8.7%
<i>Strongly Oppose</i>	6.6%	7.8%	5.4%	5.8%	7.1%	5.6%	15.0%	13.0%
<i>No Answer</i>	3.0%	2.1%	2.7%	5.1%	7.1%	3.1%		
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Community Survey Report
Appendix C-4

Q4 - Support for Proposed Actions by City of Half Moon Bay: <i>Improve transportation and connections within HMB</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	40.4%	41.1%	48.6%	38.5%	57.1%	39.8%	55.0%	43.5%
<i>Support</i>	28.9%	26.6%	18.9%	34.6%	14.3%	30.6%	10.0%	26.1%
<i>Neutral</i>	19.5%	18.4%	27.0%	19.2%	14.3%	19.4%	15.0%	13.0%
<i>Oppose</i>	2.8%	3.5%	5.4%	0.6%	7.1%	2.8%	5.0%	4.3%
<i>Strongly Oppose</i>	4.4%	6.4%		2.6%	7.1%	3.3%	15.0%	8.7%
<i>No Answer</i>	4.0%	3.9%		4.5%		4.1%		4.3%
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q5 - Support for Transportation in Half Moon Bay <i>Provide new multi-use trails and bike paths</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	43.8%	46.1%	43.2%	39.1%	57.1%	45.2%	50.0%	47.8%
<i>Support</i>	31.9%	33.0%	29.7%	31.4%	28.6%	31.6%	15.0%	39.1%
<i>Neutral</i>	11.8%	11.0%	16.2%	12.2%		11.7%	20.0%	8.7%
<i>Oppose</i>	4.4%	2.8%	10.8%	5.1%		4.3%	5.0%	
<i>Strongly Oppose</i>	3.2%	3.2%		4.5%		2.0%	10.0%	4.3%
<i>No Answer</i>	4.8%	3.9%		7.7%	14.3%	5.1%		
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q5 - Support for Transportation in Half Moon Bay <i>Make Highway 1 four lanes through the city</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	26.5%	29.8%	10.8%	25.6%	35.7%	27.6%	30.0%	17.4%
<i>Support</i>	14.1%	13.1%	21.6%	15.4%	7.1%	14.5%	15.0%	4.3%
<i>Neutral</i>	14.3%	12.4%	13.5%	14.7%	14.3%	13.5%	15.0%	30.4%
<i>Oppose</i>	17.5%	16.7%	21.6%	16.7%	21.4%	17.3%	10.0%	17.4%
<i>Strongly Oppose</i>	23.1%	25.2%	27.0%	20.5%	14.3%	22.7%	25.0%	26.1%
<i>No Answer</i>	4.6%	2.8%	5.4%	7.1%	7.1%	4.3%	5.0%	4.3%
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q5 - Support for Transportation in Half Moon Bay <i>Add travel lanes to Highway 92 in Half Moon Bay</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	33.3%	35.8%	13.5%	34.6%	64.3%	33.2%	25.0%	30.4%
<i>Support</i>	21.3%	22.3%	24.3%	18.6%	7.1%	22.2%	15.0%	21.7%
<i>Neutral</i>	15.5%	11.3%	29.7%	17.9%	21.4%	14.5%	25.0%	21.7%
<i>Oppose</i>	10.4%	10.3%	10.8%	10.3%	7.1%	11.2%	10.0%	4.3%
<i>Strongly Oppose</i>	13.3%	15.6%	16.2%	10.3%		12.8%	25.0%	13.0%
<i>No Answer</i>	6.2%	4.6%	5.4%	8.3%		6.1%		8.7%
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q5 - Support for Transportation in Half Moon Bay <i>Improve crossings of Highways 1 and 92 for vehicles, bikes, pedestrians</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	39.2%	39.0%	40.5%	38.5%	57.1%	39.0%	60.0%	52.2%
<i>Support</i>	27.7%	27.7%	27.0%	30.1%	14.3%	29.3%	15.0%	13.0%
<i>Neutral</i>	19.9%	21.3%	18.9%	17.3%	21.4%	20.9%	10.0%	17.4%
<i>Oppose</i>	5.2%	4.6%	5.4%	5.1%	7.1%	4.3%		8.7%
<i>Strongly Oppose</i>	4.4%	5.0%	5.4%	3.8%		2.8%	15.0%	8.7%
<i>No Answer</i>	3.6%	2.5%	2.7%	5.1%		3.6%		
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q5 - Support for Transportation in Half Moon Bay <i>Add more parallel routes to Highway 1 for vehicles, bikes, pedestrians</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	36.9%	38.3%	40.5%	34.0%	50.0%	37.8%	45.0%	30.4%
<i>Support</i>	25.9%	24.5%	35.1%	26.3%	21.4%	25.3%	20.0%	26.1%
<i>Neutral</i>	16.5%	17.4%	13.5%	15.4%	7.1%	17.3%	5.0%	26.1%
<i>Oppose</i>	8.8%	9.6%		8.3%	14.3%	8.2%	5.0%	13.0%
<i>Strongly Oppose</i>	6.8%	7.1%	10.8%	6.4%		6.1%	25.0%	4.3%
<i>No Answer</i>	5.0%	3.2%		9.6%	7.1%	5.4%		
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q5 - Support for Transportation in Half Moon Bay <i>Provide parking, shuttle services during summer weekends, special events</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	29.3%	27.0%	29.7%	32.7%	42.9%	29.1%	45.0%	39.1%
<i>Support</i>	32.7%	34.4%	32.4%	30.8%	28.6%	32.7%	35.0%	30.4%
<i>Neutral</i>	23.3%	25.2%	32.4%	18.6%	14.3%	24.7%	5.0%	8.7%
<i>Oppose</i>	5.6%	5.0%		7.1%		5.6%		13.0%
<i>Strongly Oppose</i>	5.2%	6.7%	5.4%	3.2%	7.1%	4.1%	15.0%	8.7%
<i>No Answer</i>	3.8%	1.8%		7.7%	7.1%	3.8%		
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q5 - Support for Transportation in Half Moon Bay <i>Expand bus service</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	27.1%	23.8%	43.2%	28.8%	42.9%	26.0%	50.0%	43.5%
<i>Support</i>	32.5%	31.6%	29.7%	35.9%	21.4%	33.4%	30.0%	17.4%
<i>Neutral</i>	29.3%	34.0%	24.3%	21.2%	28.6%	30.6%	10.0%	30.4%
<i>Oppose</i>	2.2%	2.1%		2.6%		1.8%		
<i>Strongly Oppose</i>	5.0%	6.4%	2.7%	3.8%	7.1%	3.8%	10.0%	8.7%
<i>No Answer</i>	3.8%	2.1%		7.7%		4.3%		
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q5 - Support for Transportation in Half Moon Bay <i>Provide better signs (to beach, downtown, etc.) for visitors</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
<i>Strongly Support</i>	17.9%	18.8%	13.5%	19.2%	28.6%	17.6%	25.0%	8.7%
<i>Support</i>	29.3%	26.2%	37.8%	31.4%	35.7%	30.4%	20.0%	26.1%
<i>Neutral</i>	36.1%	37.2%	40.5%	32.7%	28.6%	36.5%	35.0%	47.8%
<i>Oppose</i>	7.0%	9.6%		3.2%	7.1%	6.6%	5.0%	8.7%
<i>Strongly Oppose</i>	5.6%	5.7%	8.1%	5.8%		4.8%	15.0%	8.7%
<i>No Answer</i>	4.0%	2.5%		7.7%		4.1%		
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q6 - What is the best way for the City to generate revenue to support City programs, services and ingrastructure maintenance?	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
More hotels and tourism that provide revenue	2.83	2.77	3.29	2.88	2.54	2.87	3.00	2.73
Residential development that increases property tax base	4.03	4.19	4.03	3.73	3.23	4.09	3.70	4.27
Increase in voter-approved sales tax	4.17	4.17	3.83	4.33	3.77	4.11	4.39	4.24
Parcel tax for specific services (such as public safety, parks, youth services, library)	3.88	3.91	3.86	3.87	3.46	3.76	3.78	4.55
Increased fees and assessments for water, sewer, and storm drain infrastructure	4.31	4.27	4.24	4.39	3.92	4.20	4.76	4.85
Some other revenue generator	2.52	2.57	3.36	2.18	3.50	2.49	3.50	3.00
Note: Lower values represent more support for the initiative, higher represent less support.								

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More activities and events</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
Yes	49.6%	55.0%	59.5%	35.9%	42.9%	50.3%	65.0%	47.8%
No	23.5%	22.7%	24.3%	27.6%	14.3%	23.2%	25.0%	30.4%
No Opinion	26.9%	22.3%	16.2%	36.5%	42.9%	26.5%	10.0%	21.7%
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More restaurants and dining establishments</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
Yes	44.4%	50.4%	32.4%	38.5%	50.0%	45.2%	50.0%	21.7%
No	31.1%	30.9%	35.1%	30.8%	35.7%	29.8%	40.0%	47.8%
No Opinion	24.5%	18.8%	32.4%	30.8%	14.3%	25.0%	10.0%	30.4%
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More small specialty shops</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
Yes	49.4%	58.2%	40.5%	35.3%	35.7%	50.5%	60.0%	39.1%
No	22.9%	22.0%	27.0%	25.0%	35.7%	22.4%	25.0%	26.1%
No Opinion	27.7%	19.9%	32.4%	39.7%	28.6%	27.0%	15.0%	34.8%
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Community Survey Report
Appendix C-4

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More large stores</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
Yes	19.3%	18.8%	13.5%	20.5%	21.4%	18.1%	25.0%	17.4%
No	62.0%	64.9%	75.7%	56.4%	42.9%	65.1%	65.0%	47.8%
No Opinion	18.7%	16.3%	10.8%	23.1%	35.7%	16.8%	10.0%	34.8%
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>More housing</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
Yes	23.1%	23.0%	21.6%	25.6%	21.4%	24.0%	35.0%	13.0%
No	50.8%	54.3%	48.6%	44.2%	50.0%	50.8%	40.0%	56.5%
No Opinion	26.1%	22.7%	29.7%	30.1%	28.6%	25.3%	25.0%	30.4%
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>A movie theater</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
Yes	65.5%	62.4%	62.2%	73.1%	71.4%	67.6%	60.0%	52.2%
No	19.9%	23.0%	21.6%	14.1%	14.3%	18.6%	35.0%	26.1%
No Opinion	14.7%	14.5%	16.2%	12.8%	14.3%	13.8%	5.0%	21.7%
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>Nightlife and evening entertainment</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
Yes	53.2%	60.6%	54.1%	39.1%	71.4%	54.6%	50.0%	52.2%
No	23.7%	22.3%	21.6%	28.2%	14.3%	22.7%	35.0%	21.7%
No Opinion	23.1%	17.0%	24.3%	32.7%	14.3%	22.7%	15.0%	26.1%
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

Q7 - What kinds of uses/amenities would you like to see in the downtown area? <i>Additional public parking</i>	All Respondents	Q8 - What is your employment?			Ethnicity			
		<i>Employed full-time</i>	<i>Employed part-time</i>	<i>Retired</i>	<i>Asian or Asian American</i>	<i>Caucasian or White</i>	<i>Latino or Hispanic</i>	<i>Other</i>
Yes	46.2%	40.1%	48.6%	57.1%	50.0%	47.7%	50.0%	26.1%
No	25.1%	30.1%	29.7%	17.3%	14.3%	26.8%	20.0%	26.1%
No Opinion	28.7%	29.8%	21.6%	25.6%	35.7%	25.5%	30.0%	47.8%
	N=498	N=282	N=37	N=156	N=14	N=392	N=20	N=23

This page intentionally left blank.

Appendix D: Open-Ended Responses

1.1 Question 2 Responses

- I love all the open space, the lower population density and all the nature. It has that small town feeling that is important to me.
- I love the location and the small town feeling.
- For me, the ocean access is the best. There is also a comfortable atmosphere and friendliness in the area.
- Living near the ocean in a small town community with close access to all the Bay area has to offer.
- I enjoy the low population and the open views in the area.
- I love the coast line.
- The ocean and the small town atmosphere are what we moved here for. We like it the way that it is.
- The small town atmosphere, the people, the ocean and the variety of restaurants are what I like most.
- I have not lived here long enough to be sure, but I think it is the peacefulness, honest and friendly people that I really like so far.
- The feeling and community amongst people that live here is what I like.
- It has that small town feel. It used to have less traffic and less people and I liked that more.
- The access to the ocean, bluff top open spaces and small town environment is what I like most.
- The bluffs, the beach, the hills and the fact that we are so close to San Mateo.
- I like the small town atmosphere, the ocean and the beach and the chance/opportunity to volunteer with many different places.
- The open space, small population and the fact that there is no commercial or residential development on coastal bluffs or lands. We have restrictive zoning laws that preserve the rural culture and I like that.
- I enjoy the community atmosphere, the energy of the ocean and great walking paths and my fabulous neighbors.
- The beauty of the ocean and fresh air.
- I like the quality of life and the sense of a close knit community. I love the historical downtown maintenance. Please uphold our old town's architecture.
- I like the ocean and the coast trail.
- I like the outdoor activities and scenic beauty.

- I like that it is a small town by the ocean.
- I like the weather, people and the coast side.
- It is close to the ocean and has a safe small town life environment.
- The proximity to the ocean, small town feel, temperate climate and the beauty of the hills & topography are what I like.
- I like that it is a small town. The weather is great and the beach is even better
- This city has a great community feeling. There are places to go that are beautiful, peaceful and quiet.
- I like being close to the ocean and knowing a lot of people in my community. The air is clean and fresh and the weather is cool.
- I like that it is laid back. The ocean and the bike path.
- I like the close community.
- I like the trails connecting to protected open spaces and downtown. The arts, bookstores, festivals and local food is also great.
- I like the lack of development.
- I like that it is so close to the ocean and redwoods. It is quiet and I can ride my bike anywhere.
- I like the small town environment with access to Silicon Valley and San Francisco.
- I like golfing here, the slower pace and the friendly businesses.
- I like the small town, walkable, bikeable feel to the city. There is lots of open space and you can have a healthy active lifestyle here comfortably.
- It is sunny, close to the ocean, has friendly people, good restaurants.
- I love the people.
- I like the open space, beaches and small town feel.
- I like the small town quaintness and seeing neighbors and coast side people you know when out and about. Wide open spaces and not crowded spaces. It has beautiful natural views here.
- I like the small community
- I like the small town feeling.
- I like the non-urban environment
- I like the usual small town feel, the friendliness and knowing everyone.
- I like the small town feel, ocean, harbor, scenic beauty and knowing your neighbors.
- I like the coastal trail, Main Street shops & cafes.

- I like the proximity to the ocean, the hills and San Francisco. The fact that one can buy crab or salmon off a boat in the harbor, buy fresh vegetables and fruit from local farmers and even ride a horse downtown.
- I like that I can walk to the beach on the bluff trails and that I am breathing fresh air.
- I enjoy the friendly people, the easy access to senior services and the mix of open space (rural & urban areas within city limits).
- I like the clean air and close knit community.
- I like the proximity to the ocean, the open space and low crime rate. The city has a relaxed atmosphere and a sense of community.
- I like the clean air to breathe.
- I like the friendly small town atmosphere, of course the glorious land and sea, the people and the ability to walk everywhere I need to go.
- I like that it is a low key town. It has good recreation, trails to walk and bike and good restaurants.
- I like the small town atmosphere.
- I like the small town community and the friendliness.
- I like the surroundings, the pace and the people.
- I like that it is close to nature, simple and unpretentious. We are surrounded mostly by friendly, down to earth people without the hustle and bustle of the big metropolis.
- I like the ocean.
- I like the relatively little congestion, the air quality, the proximity to the ocean and the cleanliness of the city as well as the diversity of citizenry.
- I like being able to walk everywhere on the weekends.
- I like the scenery, the small town feel and the nice, diverse people.
- I like the small town.
- I like the environment and the sense of experience of community.
- I like the air quality and small town feeling.
- I like the small town. Too bad we are inundated by weekenders.
- I like the clean living and open spaces.
- I like that it is a small town, it is easy to get around and has fabulous views.
- I like the proximity to the ocean, the climate and the restaurants. The people are great too.
- I like the environment, trees, trails, the strand and beach access.
- I like the relatively quiet and safe feel to the city, the proximity to the ocean and the open space.

- I like the climate.
- I like the location and small town feel.
- I like that it is small, quiet, semi-rural and close to the ocean.
- I like the natural beauty and the pristine ocean and the forest environment.
- I like the rural setting and atmosphere.
- I like being close to the ocean, the bike and running paths and the small community feel.
- I like the clean air and walking at the coast trail.
- I like the scenery, open land and farming aspect.
- I like the coast, rural and small town feel.
- I like the small community, the slow growth and want it to stay that way.
- I like the sense of community
- I like the coastal area and open space.
- I like the small town look and feel. It is a hard-working, diverse community.
- I like the outdoor activities.
- I like the proximity to the outdoors (ocean, hills, open space, nature) and the small town feel.
- I like that it is close to work and a good place to raise a family.
- I like the many outdoor activities and natural beauty.
- I like the proximity to the ocean, the coastside trails and small town open space feel.
- I like that it is a small town. The weather is great and the beach is even better.
- I like that it is not too crowded, the climate, coast trail. The Canada Cove is perfect for seniors.
- I love the unobstructed views and nature.
- I like the small town atmosphere.
- I love the weather, being close to the ocean, access to local, fresh produce and flowers.
- I like the small town environment and proximity to the ocean.
- I like the beaches and the coastside mothers club.
- I like the small town feel, the climate, the ocean and the fact that we are close to San Francisco.
- I like HMB being a small town that is close to the sea.
- I like the beauty of nature and the small town atmosphere.
- I like the beauty, the quietness and the friendliness of the residents.
- I like the fresh air, the ocean and trails. It is also a very low key town.

- I like the ocean and wildlife that surrounds us all. I am still upset about the cougar cubs that were killed here. Seems like the Sheriff and Game Warden could have prevented this killing of our wildlife.
- I like the coastal air and the quiet neighborhood that is not as densely populated as the rest of the bay area.
- I like the weather, the fact that it is close to the beach. HMB is community oriented, safe and there are no big box stores.
- I like the beauty of the coast.
- I like the small town feeling.
- I like the access to the beach and walking trails and the good restaurants.
- I like that you don't have to speak English.
- I like that it is a small town. I like Main Street and the beaches.
- I like being near the ocean. I like the shops on Main Street, the restaurants and the small town feel to the community.
- I love everything! However, our city has needed a plan as we keep growing. We need to revitalize our downtown.
- I like the small community and seeing people I know.
- I like the beach, community feeling, the weather and the ability to bike around on a busy weekend.
- I like the small town, beach community, laid back feel the city has.
- I like the nice neighborhoods and the fact that we are so close to the ocean.
- I like the coastal atmosphere, the nature and the small town feeling.
- I like being near the ocean and the outdoors.
- I like the weather, the small town atmosphere, the people (most of them), living on the coast and the fact that we have no large stores except Safeway and now New Leaf.
- I like the weather.
- I like that it is quiet here.
- I like that it is a small, clean and quiet town.
- I like the rural feel, that we are close to San Francisco, and the quiet but lively community.
- I like the lax attitude towards public nudity and abundance of fish, completely not related but I am just a fish fan.
- I like the Pacific Ocean, the quiet town and the people that live here.
- I like the clean air and the small town atmosphere.
- I like the climate, the beautiful coast, the proximity to San Francisco, the coastal trail, hiking trails and the sound of the foghorn.

- I like the country and agricultural environment.
- I like the small community because it is good to bring up a family and kids here.
- I like the open space to walk with my dog.
- I like that I do not have to commute since I have a business where I live and the sense of the community here.
- I like the closeness to the ocean and the friendliness of the community.
- I like the small town environment. It does not feel like the suburbs.
- I like the open space, the outdoors and the access to all of it.
- I like that the community is laid back and friendly.
- I like the location.
- I am drawn to the beauty of the coast and the small town feel. There is just a sense of community here. Even if store owners don't know my name they recognize me as a local and I feel like I belong.
- I like that it is close to the ocean, has cool weather and has great access to trails and open space.
- I like the small town feel and friendly people.
- I like that I am close to the library.
- I like the small town feeling and the ocean.
- I like the healthy small town environment.
- I like the rural area and small town feel.
- I like being near the ocean and San Francisco.
- I like the natural open space and agricultural activity, the small government. There is not a bunch of overregulation and government meddling.
- I like the rural character and the lack of government intrusion in every aspect of my life.
- I like the small town community feel, the safe quaint town and good restaurants.
- I like the fresh air.
- I like the small town atmosphere and the proximity to the ocean.
- I like that it still feels like a small town. I know my neighbors and the business/ shop owners.
- I love knowing so many of my neighbors, the beauty and the small town feel. I also love all the trails.
- I like the rural, country feel.
- I like the small town living, safe community near the ocean, the walkable restaurants and other venues, the mix of cultures and the friendly family-oriented people.

- I like the scenery, going to the beach, walks on the trail and knowing people in my community.
- I like the long-time residents and business owners.
- I like the peaceful countryside, close community. People here are helpful.
- I like the ocean, we have no pollution, the small community. We feel safe.
- I like the ocean and the scenery.
- I like the small town feel and friendliness.
- I like the coastal environment.
- I like the small town feeling, the friendliness, beauty and ocean. I love the proximity to the greater bay area and San Francisco farmers market and the accessibility of support services. It is a great place to live.
- I like the open space, public beaches and environmental resources.
- I am a commercial fisherman and I like the proximity to the harbor. I like the coastal weather and the small town aspect to the community. I like being close to the city and being able to walk from my residence to the beach.
- I like the low crime rate.
- I like the small town atmosphere.
- I like the small community and location by the ocean.
- I like the sense of small town community, the proximity to the ocean and the cool people.
- I like the fresh air, the ocean and the beach. We have clean streets, friendly people and we are close to bigger cities when we need something not offered in HMB.
- I like the casual vibe, clean air, ocean and small population.
- I like the rural environment and moderate weather.
- We love the natural beauty, the small town atmosphere and all of the trails for hiking and biking. The restaurants and the downtown shops are nice too.
- I love the rural character with the close proximity to the urbanized areas on the peninsula.
- I like the natural beauty and low population.
- I like the business owners, weather, downtown area, the close proximity to the ocean, the walking trails along the coast and the small town feel.
- I like the small town, connected feel, the access to the trails, beach and when necessary the city. I love the open space, natural beauty and the family-owned small businesses
- I like the ocean.
- I like the view of the ocean.
- I like the beach, the ocean and the small town aspects to the community.
- I like the small town atmosphere.

- I like the semi-rural feeling without the big city feel, the coastal community and being close to San Francisco.
- I like the people and the feeling of community. The weather is also great!
- I like the access to the ocean.
- I like the small town and the people.
- I like the small town atmosphere.
- I like the small town feel. There are large crowds only 3 times a year.
- I like the open space, natural beauty, peace and quiet, small town feel and rural and agricultural beauty.
- I like that I can ride my bike to work. I love being close to the ocean and be able to go for a walk along the beach.
- I like the peace and quiet with the oceans and parks nearby.
- I like the nature, the beauty of the coast, the quiet and small town atmosphere and the coastal trails for walking and biking.
- It is just a peaceful place to live in. This is the place where you can breathe fresh, clean air. Residents are very friendly and we feel like we know everyone.
- I like the clean air.
- I like the small town feel. I like being close to San Francisco, San Mateo, etc. and being on the coast. The people here are friendly.
- I like that it is quiet and the quaint access to hiking trails.
- I like the access to hiking and mountain biking trails, beaches and what is left of the rural and open spaces.
- I like the proximity to the beach, the community feeling and the outdoor space/parks and trails.
- I like the small town feel, being near forests and oceans at the same time and the appreciation the community has for the protected coastal and mountain lands.
- I like the coast, the people and the environment.
- I like being close to the ocean.
- I like the open space and the fact that we have no medium or high density housing.
- I like the proximity to the ocean and that there is less traffic than San Francisco or bayside.
- I like walking to the beach.
- I like the small town feel, friendly people in town, the produce camaraderie of the farmers market and how hard all our elected officials work for their community.
- I like the weather and the air.

- I like that it is a quiet, relaxing beautiful town. I have lived here all my life (61 years). I love bike riding along ocean trail and the country living here.
- I love the coastal beach.
- I like the small town atmosphere, the physical environment and the sense of history here.
- I like the small town atmosphere, ocean influence, great restaurants and golf courses and the caring community.
- I like the proximity to a large cosmopolitan city.
- I like that it is relaxed, the beach and the great restaurants.
- I like the small town. It has everything I need, easy parking, good library, good restaurants, good mix of country and high tech.
- I like the small town feeling.
- I like the climate, small town feeling, proximity to ocean and walking. Biking trails. Please complete a safe trail from Wavecrest to Miramontes Point Road and I'll love you forever.
- I like the ocean.
- I like the small town atmosphere and the fresh air. I realize we need tourism to survive but I really hate the crowds and traffic.
- I like the oceanside community with beaches, open space and world class amenities (business, restaurants, arts).
- I like the climate, ocean and the trails.
- I like the realness of a small town.
- I like the sense of community, people wanting to preserve and expand on all that is great about our town.
- I love the outdoor beauty and being near San Francisco and other big cities.
- I like the close community, the down to earth attitude and the walking areas.
- I like the beach, access to nature and also San Francisco.
- I like walking to the beach, the country living and the agriculture.
- I like the calm pace and relatively relaxed driving conditions within town. There is easy access to the library, New Leaf Market and Hassett Hardware Store and easy access to walks along ocean.
- I like that there is old time family here and lots of friends.
- I like the beauty, history and close community. I love being able to complete my errands quickly and still have time to have a brief chat with people I know.
- Living near the ocean, the weather, the natural beauty, the agricultural presence and the small town atmosphere is what I enjoy most.
- I like the abundant accessible space, beaches, trails and the small town feel and sense of community.

- I like fishing here.
- I like the rural setting, proximity to the ocean, air quality, open space and trails and the somewhat isolated small town feel to the community.
- I like being by the ocean.
- I like the small town feel but still being so close to San Francisco.
- I like the beaches and clean air.
- I like the small community feeling, isolated from the strip malls and over population of the peninsula, the beautiful rural feeling in the hills, outdoor recreation and unique restaurants.
- I like the quiet style, no big name stores and the slower pace.
- I like the beauty, safety and small town quaintness.
- I like the coastal access, weather, beautiful flowers/produce fields, cool shops, small town/surfer vibe and that it is not too far from San Francisco.
- I like the people, the climate, surrounding open space, nice beaches, beautiful coastline, the small town feel. The public safety and sheriffs seem to be doing a great job.
- I like the small town feel and being close to the ocean.
- I like the friendly people, the quietness and proximity to the ocean, San Francisco and peninsula cities.
- I love living in Half Moon Bay because it's close to family and the ocean.
- I love living in Half Moon Bay because it's close to the ocean.
- I love living in Half Moon Bay because it is a small town and a safe place.
- I love the coastal trail for walking and bike riding.
- I love the ocean, mountains, and the clean air.
- I like it because it is quiet, slow moving, and away from the fast lane. There are no parking meters which is a very good thing.
- I love the coast, ocean, walking trails, it is laid back, the country style living, the atmosphere is nice and quiet.
- I love that it is less crowded and close to the beaches.
- I love the ocean beaches and golf courses.
- I love the clean air, rural feel of the surroundings.
- I like the less population, it's a small town atmosphere, near the ocean and it is country.
- I love that there is no parking meters we should encourage English as primary language.
- I like the amount of safety, peace and quiet.
- It's a small friendly town with wonderful weather and beautiful beaches.
- I love the nature and the community is strong.

- I love the air quality and the greenery.
- I love the weather.
- I like it because it is small.
- I love the small town feel.
- I love the physical beauty and small town feel, I love the shops and restaurants on Main Street.
- I love the ocean and friendly community.
- I like the natural setting.
- We enjoy the small town atmosphere and access to the ocean.
- I enjoy the walks on the beach, Main Street, and the community feel.
- I enjoy our quiet neighborhood, with sufficient access to Half Moon Bay and beach.
- I like the small size and the great weather.
- The rural nature proximity to the ocean and a community that looks after its members. It's a village in which we can raise and nurture children.
- I love the size, proximity to the ocean and forest bike paths.
- I love everything.
- I love the clean ocean and the air.
- I like the coastal weather and friendly people.
- I like the open land space, small town and community, and the weather.
- I like the access to the ocean, trails, and beaches.
- I love that it is close to everything.
- I like the coastal trails, beach, and it's a small town. The community feels safe. The bike access to school, doctors, downtown, and library.
- The coastal trail, the artists in our community I love them.
- I like the small town and it's close to the ocean and open space climate.
- Living on the coast in a small town.
- I love the beaches.
- I love the ocean, the restaurants, and the schools.
- I love the coast, social diversity, small town feel, friendly environment and caring people.
- I love the coast.
- It's not a community surrounded with chaos.
- Small town feel of belonging.
- Great beaches, shops, restaurants, and it is very quiet.

- I like it because it is close to the ocean.
- Sense of community.
- Small town charm, proximity to urban centers, only 30-45 minutes to San Francisco.
- Its beauty, lack of congestion, small town atmosphere, and all the amenities.
- Access to all the walks, scenery, and the weather.
- I love everything.
- Beach, Bicycle trails, Downtown.
- This town has the potential to be the crown jewel of California Coast. Has a healthy environment with culture and beauty, and also great food.
- I like the coastal trails, pumpkin festival, restaurant variety, HMB brewery, and the people.
- I love the climate.
- Living within walking distance of downtown and the beach.
- We love the strong sense of community as well as the proximity to the Peninsula and San Francisco. Living here provides us with a sense of tranquility while providing easy access to work.
- The quiet small town feel. Living by the ocean and open nature. The courteous polite people in the community, the lack of gang activity and crime.
- I like the ocean, rural, small town, and open space.
- Access for walking and biking trails.
- Being by the ocean and the coast.
- It's a nice town where everyone is so nice. I love that there is no new-looking big commercial development, except for Safeway and Rite Aid.
- Coastal Trail.
- I like the geographic features and the families that are all here.
- The safety and beauty. I love the ocean, the weather. Being able to ride my bike and I love the people.
- The beach and small town feel the bay area and the community.
- Small town feel, great restaurants, and great outdoor hiking.
- Living next to the Pacific Ocean, and small town.
- I can walk to the coastal trail from my home. It is a friendly community. I meet people in the stores and in the coffee shops.
- I love the air quality and the ocean.
- Small town feel, except for traffic on weekends.
- The scenery, the people, and the sense of community.

- Safe quiet and beach town.
- Old Town and historical setting.
- People are friendly and help each other, real community spirit.
- Small town, beautiful scenery, ocean, nice people, and the outdoor activities.
- My access to nature, watching owls fly from my living room, and hearing owls at night. Riding my bike to the beach.
- Beach access, farming, hiking, biking, golf and tennis.
- Coastal living, quiet town, and the weather is great.
- It is not as hot as over the hill and it is a small place.
- The climate and natural environment.
- The beauty and the open space.
- Small town atmosphere, quiet, lots of open space.
- Small town feel, people knowing and caring about each other. Community support for the schools. Beautiful open vista.
- The people are very nice, it's quiet and I love the restaurants.
- Small town feel, access to the beaches and hiking trails. I love the fantastic weather.
- I like the slow pace of life.
- The small town atmosphere, knowing everyone. Personal store connections with owners. I like HMB the way it is. We don't need any more growth. We are becoming too industrialized.
- I love that it is a small town.
- Building has been contained.
- Open space, rural, lack of major development.
- I like the coastal trail, migrant housing, senior coastsiders, proximity to stores and walking friendly downtown.
- A quiet community that is close to nature yet easily accessible to an urban environment.
- I love the beauty, and the ocean.
- Coastal living is the best, cool temps, and small town.
- Small town atmosphere, living within easy walking distance of our attractive living.
- I love the ocean.
- I like the atmosphere and the small town, the peacefulness compared to the bayside area.
- Small town, good schools, restaurants and the beautiful views that we have.
- Very quiet and I love the small town.
- I like that it is rustic, quiet and not heavily populated.

- Small town living on the coast, untouched land, and the beach cruising.
- Its rural atmosphere, availability to open space and clean air.
- I like the small community.
- Fresh air and the people.
- I like living near the ocean I also like the easy access to the biking area.
- I love that it is quiet and small.
- I like the small size, demographics and the weather.
- I love the ocean.
- The small community and our location.
- I like the coastal setting and the non-over-development.
- Small town with vibrant Main Street on the coast.
- Small town atmosphere, separated from the bay area population center.
- I love that it is quiet, quick access to hiking trails.
- Cool weather, small feel town. Close to the big cities, love the trails for the bikes and beach within walking distance, also they have decent restaurants.
- Small population, weather atmosphere.
- I like the friendly City, close to nature, walking and bike paths.
- Rural environment, small town feel, open spaces and the farmland.
- Love the small town, laid back style. Love living on the coast. Access to the beaches, biking, hiking and wildlife.
- Small town vibe, beaches and the scenery.
- The people, the ocean, and the weather.
- The local people and business and the small town feeling.
- Slow pace, congenial, close to beautiful scenery.
- I like that it is small and quiet.
- Proximity to the ocean and trails, also the small town and community.
- I love the ocean views.
- I like the open space serenity and nature all around.
- I like the natural environment, the pace of life, and the ability to be active.
- Access to beach and clean air, small town feel, and rural countryside.
- Small town community feel.
- I like the slow pace of life, the mixing of Mexicans and Portuguese, also the trails for biking.

- I like the access to the ocean, trails, and beaches.
- Cool coastal atmosphere.
- Small town charm and the mix of cultures.
- I love the beauty and openness.
- Rural and open feel. I love the ocean, beaches, and trails. The open spaces and parks, variety of restaurants, access to Santa Cruz, Monterey, Pacifica and the Farmers Market.
- Peaceful beautiful environment, friendly people, and beaches.
- Small town friendly atmosphere, open spaces, the ocean, and weather.
- I like the small town.
- It is less hectic than other peninsula cities.
- I love the beach and trails.
- Peaceful atmosphere and the scenery.
- Being near the Pacific Ocean, and the fresh air.
- HMB is a great place to live. I'm close to the ocean, beaches, San Francisco, and the International Airport. It has been unpleasant to live here due to increased visitors without improving the widening roads.
- I love the weather and the people.
- I love the coast, people, the proximity to all the small towns, atmosphere, variety of activities, and the bike trails.
- I like the small city and rural.
- I love the open space ocean.
- I love the ocean.
- I love the small town feel and the nature.
- Being close to the ocean, casual coastal attitude, and the varied income levels.
- Love the view of the ocean.
- Rural feel, not much traffic except for certain days.
- It's quiet and away from most disruptions.
- Small town rural community.
- The people, the shops, restaurants and mostly the ocean and the beaches.
- I like to feel safe; I love the ocean and small town.
- Fresh air, quiet nights, open spaces and natural area. Also I love the library that it is in walking distance.
- I love the small town feel.
- I like the climate and the coastal access.

- The coast, small town feel and the tight community.
- I love that there is not too many people.
- The small town coast environment.
- The coastal access, open space, walking and biking trails, rural feel, and the small independent restaurants.
- Access to the ocean, cleaner air, great family community, and great ocean paths.
- Beauty, natural, lots of undeveloped open space, hiking and biking areas.
- Small population and the protected coastal zone.
- I love the open space and natural beauty.
- Distance from major centers of commotion like San Francisco and San Mateo.
- The weather is beautiful, the community, neighbors, Main Street businesses, dining, small town atmosphere, and semi-rural with agriculture.
- I like that it is a small town, fresh air, and that my grandfather was born in Tantitos Glen in the 1800's.
- Peaceful, near ocean, not hectic, not crowded, beautiful views, low population, hometown feel, and lots of green space.
- The beautiful coast, small town not as crowded, less costly housing and the friendly people.
- Small town atmosphere, friendly people, coastal place, and open space conservation.
- I love the ocean here.
- I love the weather and the small town atmosphere.
- I love the small town, active lifestyle it is easy here.
- I like the small community on the coast and the great weather.
- I love the peace and quiet.
- I like the small town environment, the fact that we have locally around business gives us a unique atmosphere. I also like knowing my neighbors and business owners.
- Small town atmosphere, location by the hills and sea, no long signals.
- I love the Pacific Ocean.
- I love the small residential town.
- I like the coastal living.
- I love the access to the whole bay area from a quieter town.
- Beautiful location, access to the ocean, small town feeling, and self-sufficient for everyday requirements. Excellent local produce and restaurants.
- Cleaner air to breathe. Not as congested as over on the Peninsula. Small town feeling seeing people you know.

- I love my community, air quality, nature, it's close to San Francisco, and the wine country.
- I like the strong sense of community and people helping supporting one another, I love the open space all around and lands preserved, active community on all the levels such as supporting schools and its programs.
- Being near the ocean I love the atmosphere, small town and very friendly.
- I love the climate.
- Weather small town people family is here.
- Small town, coastal living, healthy environment, proximity to the city and neighbors and towns.
- I love the small town atmosphere.
- I love HMB for what it is.
- I love the rural environment.
- I love the ocean, downtown, trees, mountains, fog, farmers, and my neighbors. The artistic spiritual vibe.
- The natural beauty of this area and the outdoor activities it provides.
- Outdoor recreation and the proximity to San Francisco.
- Great bike trails and walking trails along the ocean.
- The ocean and the small town area easy access to the City and the Peninsula.
- The natural beauty, ocean, mountains, and the wildlife.
- The scenery and the beauty, small town and the proximity to San Francisco.
- The country feeling and close to the ocean, more open space.
- The outdoor space and vacant land, I do not care for crowds or events that draw them.
- I love the coastal beauty.
- Peaceful ocean and nice neighbors.
- Quiet coastal environment.
- The climate and the small town, peaceful coastal bay area.
- Love the weather.
- I love that it is a small town.
- I like that it is rural free.
- Love being next to the beach and its small town.
- I love the ocean.
- I love the water and the ocean.
- I like the small town.

- I like the community I live in.
- I love the beaches, the people here are great. I love the restaurants the animals and parks.
- I love the small town feel.
- Its beauty and easy access to the beach. I love the hiking trails. Also a nice community of engaged citizens who care about their town.
- I love the beaches, great restaurants, open space, and the nice community.
- I love the ruralness.
- The scenic beauty, open space, trails, beaches, quiet, and small town feel.
- The community. Far away from the City and weather is just right.
- The parks the open spaces, the beaches, the proximity to wild spaces, and the natural beauty of the coastside.
- The ethnic mix and cultural diversity and the seaside feel.
- I love the nature.
- Small community not like over the hill, and the country feeling.
- I love the winter weather the sound of the ocean, and the small tight knit community.
- The ocean, the clean air, small community, good schools, diversity, easy parking, restaurants, and excellent senior services.
- The beautiful coast.
- Peaceful, quiet, friendly people, small town atmosphere, beach and ocean.
- The people, the beach, the area – nearby towns, the aesthetic of it all.
- Quiet, friendly.
- The weather and small town.
- Weather, ocean, mall schools, coastal trail.
- The ocean. Small town feel. We leave the rush when we come over the hill from the Peninsula. The farmers market. People are down to earth.

1.2 Question 3 Responses

IMPROVE TRAFFIC, REDUCE CONGESTION

- Put in Foothill Boulevard for eastsiders/ north to bypass Highway 1 (behind Half Moon Bay High School).
- We need to address the bad congestion on Kelly Street on school mornings and sunny weekends. Maybe assign police to direct traffic flow and improve the timing of traffic lights. Also, restore school bus services. Lastly, add a turn lane (shared in both directions) along '92 businesses.

- We need to control the traffic flow. Make more one way streets, direct traffic around lights and have patterns to the design of the streets.
- TRAFFIC. We need a larger parallel route to Highway 1 in the hills. Leave highway 1 as it is and don't allow more development. We are already maxed out. Widen the 92 to 4 lanes, it has become totally unmanageable for this community and tourism.
- We could improve on traffic congestion, build more sidewalks, improve sewage and add crossing guards for schools. I could not limit to just one thing the city could do to improve.
- We need to improve the traffic conditions.
- The traffic heading north especially at the end of the day is a problem.
- We need to add another lane both ways to the highway.
- Invest in infrastructure that makes HMB work, move and helps everyone enjoy our natural environment.
- We need to encourage the widening of Highway 1 and 92. It is futile and a waste of money to encourage more tourism when people have to spend hours in traffic trying to get in and out of town.
- Transportation is an issue.
- We need to get a traffic circulation plan working. All the subdivisions are one way in and one way out.
- I would like to see traffic flow improved up and down Highway 1 to El Granada. Traffic is horrible and makes getting to appointments and kids' activities difficult. Make a 2nd route to town to spread traffic out. Synchronize lights.
- Traffic is a problem!
- Relieve traffic congestion, blocked intersections, red light timers.
- Restrict business activities from slowing down traffic on 92.
- Alleviate traffic by addressing traffic at Lemos Farm.
- Backup traffic is a growing problem.
- Improve the traffic on 1 and 92
- Improve traffic flow to and from the coast on the weekends as well as during the week rush hour times. Improve city retention. Don't have new staff turnover every few years.
- Transportation is an issue.
- Traffic is a problem!
- The weekend traffic is a problem.
- We need to fix traffic and get more restaurants.
- Make Highway 1 corridor safer for bikes and pedestrians on the northeast side and for cars trying to get out of our neighborhoods.

- We could improve on crossings across Highway 1 between neighborhoods with roads away from Highway 1. Reduce traffic lights to a few locations and deliver cars to lights via these road connections.
- Ingress/Egress
- Put a stop light or sidewalk on the north side of Highway 1 near Terrance avenue.
- We need to add lights to the high school hill and traffic light/intersections. Provide safety officers during drop off and pick up hours.
- Improve the highways and traffic so visitors can get in and out.
- Improve the traffic flow of Highway 1.
- Improve highways 1 and 92.
- Find an alternate route to Highway 1, especially north to at least Frenchmans Creek or El Granada.
- Cut the traffic and work with conditions to reduce traffic.
- We need traffic control.
- We need an alternate route in and out of HMB other than highway 92 and 1.
- We need to improve traffic circulation in general but especially along highway 92 and 1
- We need to work on traffic. Rush hours are unbearable! Continue expending paths for bikers and walkers.
- We need alternate roads to Highway 1 along the eastern hills to alleviate traffic and make it safer for development along Highway 1 to access 92 and downtown.
- We need to ease traffic congestion in and out of town and support existing businesses.
- We need to add another lane to Highway 1 to accommodate high traffic after work hours (4-6pm) and on weekends (especially in October).
- We need to solve some of the traffic congestion and prevent erosion from destroying Highway 1 near the jetty.
- We need to widen Highway 1 to 4 lanes and install traffic signal at Terrace Avenue and Highway 1. We need a safer walking path to the high school.
- Traffic needs on Highway 1 need to be addresses. There should be a local bypass for locals.
- We need tunnels to allow easy access from westside to eastside.
- We need better traffic flow management.
- Manage the traffic better and provide safer crossing of Highway 1 for pedestrians.
- The traffic congestion needs to be addressed.
- Make it easier for people and cars to get in and out easier.
- The tourist and traffic suck.

- The one thing the City need to improve on is the traffic conditions, new library, and a movie theater.
- I would like the City to reduce traffic or improve the traffic flow, Also to coordinate stop lights.
- The traffic on highways 1 and 92.
- The City should improve the traffic on highways 1 and 92 during weekends and the commute hours.
- The city should work on the traffic it's horrible sometimes. Bring back school buses or get better bus service for students. We need better roads for visitors around the coast side. Also what happened to Foothill Blvd?
- There should be a stop lights in the area of Lemos Farm and the road to the garbage dump.
- Smarter up the highway around highway 1 and 92.
- The City should add a travel lane or at least turning lanes to 92. Add a Trader Joes, update parks that already exist.
- Make Highway 1 four lanes and traffic lights on Highway 1.
- The City could improve on the traffic.
- They should widen Highway 1 to 4 lanes throughout the City.
- Improve the traffic flow on Highway 1 and Highway 92.
- The City could improve the traffic on weekends, I think it's very awful, and a movie theater.
- The City can improve weekend traffic situation.
- The City should improve traffic flow.
- On Highway 1 have it four lanes through HMB.
- The City needs to work on the traffic on Highway 1 and 92. Especially during October and December. The farms should not be allowed to hold up traffic.
- Relieve traffic congestion.
- Traffic control without causing more ingestion on working area side streets. It's harder to get out of Arleta Park area from Filbert Street.
- The traffic flow.
- They should fix the Highway 1 and safe crossing for pedestrians.
- Prohibit truck traffic during certain hours and days.
- Take serious measures to alleviate traffic.
- Better traffic regulation.
- Fix the traffic problems, reset the traffic lights. Public Works needs to develop 4 lanes, El Granada to Ocean Colony.

- Expand roads and make pedestrian crossing.
- The traffic solutions.
- Improve highway 1 and highway 92.
- Better traffic flow on highway 1. Sign on highway 1 North at the 2 to 1 lane that asks merging cars to use signals.
- Work on the commute over highway 92 especially during October.
- I would like the City to fix the traffic.
- Fix the traffic congestion.
- More traffic officers for the people that don't know how to drive.
- Extend the two lanes for highway 1 further out of town on north side so traffic at the merge point does not impact driving in the City center.
- Move highway 1 traffic through town.
- Something to improve visitor traffic flow mostly on weekends on highway 1 and 92.
- I think HMB should support a 3 way lane on highway 1. The middle lane would be for emergency lane vehicles and for turning, it's a good way to spend our money.
- Synch traffic lights.
- Traffic is a nightmare on weekends. Until the roads can be fixed I oppose all actions that promote more visitors and tourist.
- Widen the roads, keep large trucks off the bridge and downtown area like the semis and dump trucks.
- Improve highway 1 widen north of 92 mostly Main Street and work with County to widen highway 1.
- Enforce turns on Main Street, give as many tickets as you need to, also put a double line down Main street.
- Fix the traffic control.
- Traffic is terrible. Downtown needs to be more inviting, no more abandoned gas station and vacant store fronts.
- Safer entry onto highway 1, and traffic lights. Also people need to control their speed on highway 1.
- Fix the traffic lights and the congestion on highway 1. The thing of the lights is not optimized yet.
- Improve highway 1 and highway 92.
- The City needs to fix the traffic on the highway 1.
- The City needs to widen highway 1.
- Put in a stop light at Spindrift and Highway 1, 3 people and 1 horse have died since we have moved here in 1990.

- We need pedestrian safety along highway 1. Also the traffic lights and crosswalks like it's done in San Francisco.
- The City needs to fix the traffic flow.
- Traffic in October is horrible.
- Solve the traffic problems. Work with state and federal to establish a 4 lane road between Pillar's and Miramontes Road. Work with State Fed for 4 lane between 280 and highway 1.
- Better roads access.
- Fix the traffic problems.
- Better the traffic and more traffic lanes.
- We need to fix the traffic problems.
- Change the traffic, work with Caltrans.
- Improve traffic flow perhaps by widening Highway 1 and 92.
- Improve traffic congestion, family park, dog park with secure fence and grassy area, attract more office and more food industry, open medical clinic, all new development should include an affordable housing element.

ATTRACT MORE BUSINESSES, JOBS

- We need more business activity.
- We could increase the number of businesses in the area. It would be great to have a luxury cinema that serves food and has areas to relax and hang out in.
- The city needs more commercial development on Main Street. Some small boutique shop and businesses that provide a night life (especially for summer weekends). Some more restaurants and parking downtown.
- Promote downtown vitality to increase spending and tax revenues.
- Create/allow opportunities for more local jobs.
- Make HMB thrive. More business, parking, housing and less traffic.
- We should have more basic stores and not have to go over the hill to buy a spot of thread. We also could use a movie theater.
- We need to encourage investment in HMB.
- We need Downtown development. Do something with the eyesore at Kelly & Main Street.
- Improve building opportunities.
- We need to open more business like clothing stores, theaters and fun activities for kids.
- Attract more businesses shops and restaurants to the city limits.
- Promote downtown business.
- Fill the empty shops, make rent reasonable otherwise keep it the way it is.

- Business friendly and more parks.
- Develop downtown business areas, and allow areas for residential housing.
- Provide for economic development, shuttle to Bart.

LIMIT, STOP GROWTH

- I suggest halting any activity that adds to the resident or visitor population.
- We should limit business on Highway 92. They cause our traffic problems.
- No more housing built until we have better ways to get around. Traffic has become a major problem.
- Keep the open space open and limit development. This in turn will also limit traffic.
- Develop a reasonable and moderate growth plan, not zero growth.
- We need to minimize growth and keep it a small town.
- Stop housing development which brings more traffic to the area. A daily commute is getting longer due to the population increase.
- Control development, plan future development wisely so we don't end up with rows and rows of houses and businesses. Protect our space.
- The city should limit population growth.
- We need to limit growth, reject agenda 21, build a real swimming pool, improve traffic flow, reinstate school buses and take out the dump for the entire county. We have too many garbage trucks going down the 92.
- No more taco bells!
- The City should do less development of houses, improve medians, some are nicer than others, also plant a better selection of native plants
- The City should be thoughtful about growth, pay attention to quality of life issues.
- Don't change anything. The city should plant more trees, and traffic signal at Lemos.
- Don't over develop. Leave the rural feel.
- Control the development and keep the character.
- Limit house sizes to keep small town charm.
- Limit residential and commercial development. Please do not permit new streets.
- Don't build any large homes.
- Please continue to limit the buildings.
- Keep development slow and controlled. Keep costs reasonable for customers.
- Limit growth to ensure we don't outgrow our structures, food stores, school, gas, and other services.

- Deny any multi-unit development projects by promoting infill and existing structures improvements.
- Continue to be really careful about growth and development.
- Approve less development.
- Limit growth to preserve small town peaceful environment.
- Not pave over paradise by making roads bigger, or creating new shopping districts centers or housing developments.
- Control growth.

EXPAND THE LIBRARY

- We need to build a beautiful new library with community rooms but not rely too much on computers. We need more books and a larger space to sell them. A café would also be a nice addition.
- We need to expand the library and add a movie theater complex.
- We need a new library. Farms should relocate as is cause of traffic jams on 92.
- Fund/Improve the library.
- Build a new modern library
- I support the building of a new library because it would benefit all of the residents of our coastside. Our library is a treasure now but it is too small for the services it provides now and for future needs.
- The City should build a new library.
- They need to expand or renew our library.

NEW, IMPROVED PARKS

- We need new or more parks.
- Establish more parks (Dog Parks, Children's Parks).
- We need more parks.
- Improve park and recreation department. It should offer affordable low/medium aerobic classes for adults. Jazzercise used to be offered in HMB and up to 75 people would participate 2-3 times a week. Now there is nothing except very expensive gyms.
- We need more parks and remove parking fees at beaches.
- They need to fix the dog parks, and a new little league field.
- The City should make more parks for children.
- Improve the Mac Dutra Park
- The City needs to make parks for locals.
- Finish the park at the end of stone ridge.

- Work with the County in creating more parks and athletic fields outside the City. Desperately need a sizeable off leash dog park.
- A place for all ages children to play in so parents can hang out with them.
- More parks green space for kids fix the streets the potholes on Church Street.
- Enhance parks (Ocean View), improve road going from Highway 1 to Smith Field (make two full non-pot-holed and safe lanes). Stop spending so much money on consultants for everything, please.

IMPROVE PARKING OPPORTUNITIES

- Change parking south of the bridge so that both sides of street are not jutting into center, especially suvs and trucks.
- Redesign the parking spaces on Main Street and get rid of big trucks parking. Require all traffic to use Main Street rather than highway 92 and Ocean Shore area.
- We need additional parking and to limit the length of vehicles that park on Main Street
- Provide park and ride for commuters. Create a website for commuters to network with other HMB commuters and add a new movie theater.
- We need to make sure it is easy to park so people can shop locally.
- We need to prohibit cars from being parked on lawns and yards in front of homes. Maintain it as an agricultural and beach community in its style of buildings.
- They need to fix the parking and poor design.
- Make better parking spaces there too small, because you cannot see the cars, I tripped twice this year.

MORE EFFICIENT, LOWER COST CITY GOVERNMENT

- The political issues need to be dealt with more effectively.
- We need better city management.
- Get a vision and long term plan for the downtown area and entire coast. Quit having city employees design signs. Quit using the same contract firm to plan so much of HMB. What happened to architectural review?
- Stop trying to regulate everything!
- We need better communication and to streamline the planning process.
- Stop the oppressive city managed attitude. Look towards building a new house or opening a business or even putting up a sign. Continually clean out ditches and pave our streets.
- Broaden city government through efforts to involve more community members with an emphasis on involving younger residents.
- The elected officials should be more visible. Don't be so complacent till the next election. There is not enough accountability. This included non-profits.

- Get rid of the city leaders. The City Council and stop paying for consultant teams to tell you crap.
- Keep the city council from making disastrous financial mistakes and keep business from needing to grown. There is enough businesses in HMB for this small town.
- We need to have a city council that listens to citizens, supports our local LCP and the Coastal Act. We need supporters that are environmentally sensitive to development.
- City Council should keep the promises they make. City and employees should stop playing favorite and stop being rude. The city should stop spending money on land that never gets used (such as the land near the post office). Stop raising salaries when the city has no money. They need to manage money better instead.
- Be fiscally responsible and stop parcel taxation above state. Stop trying to promote HMB government bureaucracy.
- The public and elected officials need to take courses to learn how to get along. They need to learn how to compromise, negotiate and value people not like themselves. This would possibly help decrease employee turnover.
- We need a city government with common sense.
- We need more cooperation between officials and citizens on issues that divide us (better communication?). We could also use a little more life in the evenings. This town shuts down at 9pm.
- We need to elect city council member that did not attend HMB high school.
- Have a master plan for the city.
- Quit spending money that we do not have. We need a little wisdom and common sense.
- We need to guard against unfair restrictions based on false information provided by politically powerful groups or individuals.
- The City should be more financially responsible.
- City management, less management and more workers in the field.
- Start working together on council.
- 4 year term limit on city council membership, Keep Half Moon Bay unique, and listen to the people who reside in the city.
- More cooperation and less opposition, work together not against each other.
- All things considered a good balance and effectively run.
- They should reduce city expenses.
- Strong unified leadership.
- Improve communication to the community. Let the people of HMB decide not the City.

BRIDGE AND ROAD REPAIR

- Keep the Main Street bridge as is (repaired) and create more activities for the youth.

- We need to fix all the streets (e.g. North Church Street and South Railroad Avenue).
- We need to repair Ventura Street in Half Moon Bay.
- Keep the bridge just make the necessary repairs.
- We need to fill all the potholes.
- Infrastructure! Repair the streets, build sidewalks, improve and increase crossing lights, brighten Highway 1 after dark, clean up the creek and enforce clean up in the community. We should extend to coastal trail over Seymour bridge and smooth watercross part of the trail. Lastly, Fix Seymour bridge.
- Add infrastructure to support the growth that has taken place over the last 20 years. A dual lane from Main Street to the Bait Store did nothing except promote races.
- Fix the roads.
- We need to properly repair the sidewalks around town and the streets as well.
- Repair the bridge. Do not build a new one.
- Keep the bridge!
- We need road repairs.
- Repair the downtown bridge.
- Fix the streets and don't just fill pot holes. Correct them!
- Improve the side streets and light them. I am a senior and am afraid of driving or walking on broken sidewalks near the adult day center.
- Fix our streets.
- Save the bridge!
- We need infrastructure to support growth that has already happened and avoid getting sued.
- They need to work on infrastructure.
- They need to fix the roads and the shopping center.
- They should have some road improvement.
- Fix the streets, and traffic.
- Fix the highways.
- The City should improve the roads.
- Fix the Foothill Blvd.
- Fix the streets, and traffic.
- The City needs to fix the road surfaces.
- Fix the pot holes, and somehow prevent anymore fast food places and gas stations from being the first thing people see when they come here.

- Repair the bridge, more clothing options stores.
- Improve infrastructure: enhance roads, bury power lines, add sidewalks/trails and traffic lights.

MORE FUNDING FOR SCHOOLS, SCHOOLS ARE SUBSTANDARD

- We need to improve school funding.
- Improve the local public schools and private schools to draw more families with children to town.
- Put money into education, particularly for pre-kindergarten programs and after school programs.
- We need to fix the lousy schools. No one with kids wants to move here because too much of school is all English.
- We need to focus on education and safety of our sidewalks, streets and trails.
- The City needs to provide more support to the schools.
- Improve school services including transportation to school. This would improve community and decrease single car traffic.
- They should better the schools, also better the parks to walk and we need a movie theater for the public.
- Improve the k-8 education offered. The principle at El Granada school is openningly gay and this has effected the agenda taught. The education goal should be simple like to learn to read and write.

NEED A BIG STORE, VARIETY STORE, TRADER JOE'S

- We need to have one decent department store that has clothes and shoes so we don't have to go to thrift stores. I want something new and not used.
- We need a big store like Walmart or Target and nothing else, just one.
- We need a trader Joe's store.
- We need shopping for natives and not just tourists. We need a clothing store and another grocery store.
- The City should put more stores to buy shoes and clothes.
- I would love a Trader Joe's.
- Trader Joe's so the residents can shop locally.

NEED A MOVIE THEATER

- We need a movie theater.
- We need a movie theater.

- We need to build a theater on the empty lot on the south end of Main Street and highway 1. It could also serve as parking for coastal theater. Move the ugly half moon to a back lot.
- We need a movie theater.
- We need a movie theater.
- They should put a movie theater, and venue for more performances. Also place an activity center for teenagers to safely hangout
- A movie theater and some weekend late night entertainment food options.
- They need a movie theater.
- We need a movie theater.

EXPAND, IMPROVE HIGHWAY 92

- Do something about the pumpkin farms along highway 92. Why should we be held hostage by 4 families, make them build an overpass. We already pay enough in taxes. There is too much traffic on the highway all the time. We need less traffic. We also need a new library.
- Make 92 easier to commute. Bring in people who will spend money in HMB and add to the local economy. Add a Trader Joe's and clean up the looks of the city along highway 92 and 1. Trim the trees, encourage homeowners to paint their houses and clean up their yards and areas.
- We should widen highway 92, plant more trees and encourage people to come out by making driving easier. Get rid of the Good Ole Boy HMB group and add in some diversity.
- Build gondola to shuttle people (commuters) over 92 to park and ride or to the college of San Mateo.
- Fix highway 92 and widen it east of Skyline.
- Add lanes to highway 92.
- We need to widen highway 92. Traffic is increasingly congested. On weekends most people go to El Granada beach and it is impossible to get out of my drive.
- The traffic on the 92 and equally tied is the pathetic selection of merchants on Main Street. Rent is too high and when tourists come, it's terrible to see all the shuttered businesses.
- The City should expand the 92 to two lanes, time traffic lights to synch.
- I would like the City to improve highway 92 traffic.
- The City should make highway 92 two lanes.
- I would like the City to improve highway 92 and 1 through town. Add lanes and improve the commute especially on the weekends and during morning.
- Better traffic controls on highway 92 especially at Lemos Farms.

- Weekend traffic on highway 92 is the worst about living in HMB. Need some traffic control by Lemos farm, cars entering and exiting. Need an area to pass cars on highway 92 Westbound or to move over for tailgaters.
- Traffic flow on highway 92, also the truck traffic on the weekdays, and manage the traffic flow.
- Fix the widening on highway 92.
- Add an “emergency only” lane as/where needed on 92.
- Slow down trucks on 92.

PRESERVE SMALL TOWN ENVIRONMENT

- Do not turn HMB into another Pacifica. Keep it as a family oriented community and promote small business by keeping away big chains.
- Keep it a small town and make it user friendly to the locals.
- Avoid the temptation to turn HMB into a phony Disneyland. Preserve the actual small town nature rather than having a fake nature.
- Keep uniformity of the town. Avoid colors like HMB coffee shops. Whoever okayed the colors must have been color blind. It is an eyesore.
- Do not destroy the character of the coast side by turning HMB into Pacifica where every foot of developable land is developed.
- Leave HMB alone or ideally find out what is truly unique and special here and build on that!
- Leave HMB alone. It is perfect the way it is.
- Keep the open space. Do not add medium or high density housing.
- We need emphasis on history and culture. Don't remove the old bridge. Replace the industrial looking aluminum poles near the bridge with a wooden arch. Redwood City has a nice one. Get the Half to Have it shop back. Tourist loved that store and it was a fun shop.
- I think the City should keep it quiet, slow moving and parking meter free.
- The City needs to stop making this a tourist town. Some people like small town environments. Eliminate HUD as an immigrant station of life. Provide medical facilities for city and for legal immigrants.
- The City needs to leave it alone no more development.
- The city should keep the charm of HMB heritage. Don't permit modern buildings. Like the one they just built for senior, keep the charm of our little town.
- Preserve the peace and quiet that we have.
- Work and preserving the nature of the small town and maintaining the two story height limit.

- Stop trying to promote tourist, also the traffic.
- Just stay the same.
- Keep the ruralness and restore the old bridge.
- Never let it get too big and overcrowded. Maintaining what we have instead of always growing and changing the town to make it just like over the hill.
- I think they should leave it alone.
- Maintain the rural environment.

PRESERVE NATURAL ENVIRONMENT

- I am new here so I would just say to maintain agricultural emphasis.
- I like HMB as it is.
- Buy more open space for biking, hiking and other recreation activities.
- Be sure to keep natural areas from being over trampled. Expand the library, power wash downtown sidewalks often and protect the many heritage cypress

TRANSPORTATION, BUSES, PUBLIC TRANSPORTATION

- We need school buses.
- We need local public transportation. Add a shuttle up and down the coast and more walking pathways into town on both sides of the highway.
- We need better public transportation.
- We need to improve transportation and services such as parks, youth services, and libraries. The buses need to run more frequently and have more back street routes and wider roads to reduce gridlock. We are a waypoint for travelers, so let them get through and have the locals still be able to do the same as well. Stop all the selfish nimbyism and end the gridlock.
- We need the bus transportation back. People with wheelchairs and walking canes cannot get off on Main Street and Kelly. The bus won't let us and it is not fair.
- We need an express bus to Bart.
- We need to lobby for improved public transit access to commute locations along 280 (Stanford). We also need a better connection between SAMTRANS and CALTRAIN. Currently it's not workable to use them together. We need to find a more user-usable parking permit machine at Poplar Beach.
- We need school buses. This would help a long way towards helping highway 1 traffic.
- We need to improved public transportation.
- I think the City should have better intercity bus service.
- The City should change the school bus service, improve enforcements on DUI.
- Improve the transportation.

- The City should have more public buses for students and more trails.
- The City needs to fix public transportation.
- They need to have bus service for all students not select Hispanics, Discourage too many people in living spaces.
- The City needs to work on the public transportation to Harbor prom downtown.

MORE BIKE AND WALKING TRAILS

- We need more open space and bike access.
- We need to improve the intersections, sidewalks and bike lanes in the area.
- Improve the bike and pedestrian access to El Granada School. Finish the medians, Keep areas along roads and bike paths mowed and ensure downtown has no empty retail spaces.
- Improve and extend the coastal trail.
- We need bike lanes and turning lanes on highway 92.
- We need to improve trails and bike paths. Improve downtown by getting more specialty stores along Main Street and Kelly Avenue. It looks sad to see many commercial spaces empty when before there was a nice store.
- I think the City should continue with extending bike and walking trails that parallel Highway 1 and work on crossing highway one more safely.
- I would like the city to put more bike trails throughout the city, especially all the way South to Miramontes Point Rd, also fix the pot holes on all the streets in the city.
- Make more pedestrian passes and for bikes, reduce business on highway 92, and limit the growth in Half Moon Bay and the coast.
- Slow down the traffic make more bike trails.
- They should make it more pedestrian and bike friendly. Keep growth to a minimum.
- Eastside trail or access to town. Take back sidewalks that City gave back in 2011, take back sewer that City gave in 2011.

PRESERVE/PROTECT COASTAL AREA AND OPEN SPACES

- Protect the land along the coast
- We need to protect the coastline, promote Main Street retail business and keep HMB quaint. We should also embrace diversity and keep it safe for residents.
- Preserve the open space that we have and acquire and preserve more including conservation easements.
- Provide more trash cans at the beach. Right now they overflow and the trash spreads along the beach. We could also use more stairs and better access to the beaches.

- We need to enforce anti-litter laws on beaches and provide garbage cans. The architectural review committee needs improvement.
- Protect open space to the coast line and have public access.
- Place trash at HMB Beach, they have disappeared so the beach is being trashed. Also repair North part of Church Street.
- Please preserve the green space that we have currently along the coast.
- Protect the beaches, casino and more live music.
- Preserve and protect the coastal area, fix the street lights.
- Needs ordinance code to protect ocean and other views.

IMPROVE/REVITALIZE MAIN STREET

- Close Main Street to walking traffic only.
- Make Maine Street more amenable to tourists, walkers and shoppers. Add wider walkways and on way traffic. It needs to be uniform from bridge to Correas or Filbert
- Replace the tacky banners and dead hanging planters. I remember when walking Main Street was a treat. Visit Laurel Street in San Carlos for inspiration.
- Keep making it a tourist-dollar friendly community while cleaning up blighted areas on Main Street like the northeast corner of Main and Kelly.
- Add more charm to Main Street (i.e. Lights in trees all year round).
- Have the owner at Main & Kelly do something nice with the abandoned property.
- The plight and abundance of commerce on Main Street is a heartbreaker. We should develop a greater spectrum of retail locations that are affordable to operate and appeal to a broader range of persons and income.
- The City could upgrade Main Street. Combination of changes and development including traffic flow and parking. Make downtown more attractive as a shopping and entertainment destination.
- Let someone develop the old gas station and unused property on Main Street in a design that compliments the historic look of downtown.
- Improve the appearance and buildings in downtown. Make an attractive village like they have in Cape Cod.
- Save the historic structures such as the Main Street.
- Support Main Street shops, develop Carmel feel to the downtown.
- Create a more vibrant downtown introduce a local bar.
- Adopt stricter codes on Main Street.

AFFORDABLE HOUSING

- We need affordable housing, the rent here is sky high.

- We need more affordable housing.
- My suggestions for the City are more mobile home parks, affordable housing, affordable family parks, really strictly enforced on drugs and criminals.
- Affordable live work spaces for artist.
- Encourage construction of small home add to supply of small rentals.
- Lead on creative housing development mixed use.
- They need to have affordable housing.

BUILD A YOUTH CENTER, ADD YOUTH ACTIVITIES

- Make more activities for kids (and adults). Add in a movie theater, rec center and community pool. We could also improve on local government and get rid of special interest officials.
- We should provide more services to kids. They need a place to hang out after school or on the weekend to keep them out of trouble. A movie theater with arcade games and/or pool tables, air hockey, etc. Young teens have nowhere to go.
- We need to develop more kid friendly activities. Help more with youth sports programs.
- We need to build a recreation center! Ideally the rec center would include an indoor pool and a workout area (weights, cardio, classes, etc.). Other options: Racquetball, basketball, water slide, lazy river, etc. The city of Evergreen, Colorado has one called the Buchanan park rec center and it is a similar city as ours. (Go to www.evergreenrecreation.com_facilities_buchanan_park_recreation_center/bprc_general_info.htm for ideas).
- We need to provide teen clubs as a safe place for them to go.
- We need more activities for youth and families and help with the gang activity.
- The one thing this City need is a community center.
- Partner with public school district to maximize space community building events, maintain beaches and the parks, more care like trash pickup clean up days. Improve pedestrian access from Eastside to Westside of highway 1.

RELAX THE PERMITTING PROCESS

- Let people build on their lots and no subdivisions.
- Make it easier to build and remodel houses and retail property.
- They should quit making it so difficult and expensive to get permits to improve your house. Fix Washington Blvd.
- Become more positive in approving applications for property improvements.

BUILD AN ARTS CENTER

- We need a center for the arts.

- Put more emphasis on art (especially fine art) so our artists can sell their work here!
- Have a performing arts center with shared use.

ATTRACT RESTAURANTS AND NIGHTLIFE

- I wish there was more to do for night life.
- The city should have more variety of restaurants. I don't think they need any more taco restaurants. Also I would love to have a movie theater.
- I would like the businesses to stay open in the evening hours especially summer hours until 7 or 8.
- The City should diversity the restaurants, food quality, and the costs.
- I would like a bit more life night for downtown. Strategically go after certain retailers as the downtown stores offer little of interest or value.
- More nightlife, and quality entertainment.
- Add entertainment like bowling, movie theater, major department stores, Target etc.
- More restaurants and a movie theater. More organic food options. Would also appreciate more housing.

OTHER SUGGESTIONS

- Turn the land next to the 92 that the city owns into a park at the end of the road past the post office.
- We need to close down Ox Mountain Dump- it adds slow truck traffic on Highway 92, causes litter from the trucks and contamination to nearby aquifers.
- Stop catering to the Mexicans, especially the ones who don't pay taxes.
- The pony and party business on 92 which tie up traffic should move to the side away from 92. It disrupts traffic.
- Market the city and accomplishments of residents, bring tourists here and build up the image of the city. When one thinks "Carmel", it brings to mind charm and quaintness.
- We need to put the power lines and cables underground. It would be expensive but would make a huge difference.
- Build a welcoming area at the end of Main Street.
- Build a local hospital.
- Find a way to emulate Carmel, as a successful, artistic destination and spending area for the millions of coastal tourists that are already crossing our roads.
- Please address the homeless camps under the bridge (Pilarcitos Creek). Improve the traffic flow and provide a better alternate transportation. The bike routes in town are terrible. Get people out of their cars. Make Main Street a walking mall or only one way.
- We need to set and enforce standards for upkeep of homes, yards and streets.

- Advertise our city, add some signage for the downtown Main Street area and add affordable housing for the younger generation.
- We need to develop the area around the airport.
- Provide more services to residents. Keep local spending here. Fix the traffic problem, add youth services and improve the education here.
- Improve the beach access.
- Acknowledge the rest of the coastline in planning and support the arts.
- Draw more tourists with money by building a grand welcoming center to North Main street approach to bridge.
- We need more police to control traffic violations.
- We need an evacuation plan.
- Get the sheriff off the corner of Main and Stone Pine. They harass locals and visitors. Improve the demographics.
- We need more trash containers in public places and pick up of the trash as well.
- Do not outsource police services!
- Get rid of the low income housing for Mexicans. Work with the sheriff to eliminate gangs. Put more police on the streets and regulate how many people can live in a house. Give more parking tickets for cars in residential areas. Stop catering to the Mexican community. Local seniors should have priority for senior housing.
- We need smart urban development to increase residential tax base and attract technology employers to create (non-tourism) job base.
- We need lower taxes and turn Carter Park into an employment office for illegals.
- Change the sidewalk law. It should not be homeowners' responsibility.
- We need a homeless shelter and stricter enforcement of not allowing panhandlers to hang out in Safeway parking lot. We need more community activities aimed to join the Hispanic community with the non-Hispanics. Also, make the people that live in the nasty blue house across from the chevron to clean up their trashy yard.
- The City should redo sidewalks and the roadways. Also fix the bridge on Main Street.
- The City should provide a gateway to the City on highway one and 92, an entrance so people driving into town know they have arrived, and plant all medians with native flowers.
- The City needs to make sure the graffiti is removed and have people pay for their fair share. If seniors don't pay on taxes they should not be allowed to vote for it either.
- Improve access to quality medical care.
- Gang activity in the high schools, traffic going North on highway 1 from 4:30 to 6:30.
- The City needs to define what distinguishes it from the rest of the area. HMB is the health city for mind, soul, and body. All development could support that.

- Have a sign policy, or re write the current one of if they have one.
- Stop spending money on bridge studies., and replace the bridge
- Improve water service.
- Teach people to respect each other, keep space between cars tell people to slow down.
- Lighted crosswalks for eastside neighborhoods to safely cross highway.
- Tunnels to allow easy access from Westside to Eastside.
- HMB seems to want to make money. To not let all the trash cans left out. A warning should be sent to the offenders.
- Eliminate selling water bottles and using plastic bags.
- They need to keep horses out of HMB.
- Reduce sales tax, re-time traffic lights to aid traffic thru highway 92 and highway 1 intersections.
- Due to the upcoming water shortage I would like to see the compost procedure implemented that is in San Mateo Redwood City etc.
- They need to have separate zoning for heavy industrial, monitor the not so fresh fish market, go back to the old town country feel, hire more code enforcement to monitor tickets.
- Help to maintain through funding to offset the state cut and improve the beaches and creeks that are within our city boundaries, because the ocean is our best asset.
- Shut down beach park at the end of Kelly. Keep the town away from all the discourteous visitors. Also no parking in residential areas.
- Enforce regulations on the rock crushing operation between Hilltop and the high school.
- Go bankrupt and let San Mateo County manage the City and school district.
- No more fees cost taxes and gangs.
- Cost too much taxes city hall takes our money.
- Enforce codes which limit the number of people living in a single family home.
- Move the day laborers who never get day of work.
- Stop supporting business interest over, parking improvement, low cost housing, school funding, and public transportation.

1.3 Question 6 Responses

- Attract more business with incentives.
- No sales tax, parcel tax or fees for residents.
- Cut Spending!!!

- Business friendly tax incentives to promote more business and companies to work here and stay here.
- No to all!!!
- Charge a \$5,000 a day filming permit not just \$200.
- Better city management and fiscal decisions.
- Xerox future publication rather than expensive layout and paper like this.
- Capture spending from existing visitors/residents. There is too much leakage.
- Renters.
- Apply for grants and return more of our federal taxes.
- We need convention facilities (small) such as the recent ocean conference.
- Strengthen and improve public schools to attract new residents.
- Give tax breaks to small business for a limited times. There are too many churches that are tax exempt.
- Traffic enforcement and red light cameras.
- Transient tax.
- Stop wasting money on consultants and litigation.
- Add an annex to 280 along 92.
- No new taxes!
- Special rates for senior and people on fixed income.
- Promote start up business space.
- Replace low income housing with market driven homes.
- Budget better.
- Increase visitor occupancy tax for hotels, motels and B&Bs.
- We need fundraising events.
- Have a detective here in town full time and not in Redwood.
- Increase property tax and overturn Prop 13.
- Spend money you have more efficiently. Don't charge us more because you don't have good money management skills.
- We older folks are being forced out of our homes and it is not right.
- Relief on some PUD Building parcels.
- No more taxes on residents.
- Make a road tax for large trucks.
- Stop wasting funds.

- Keep existing retail strong, don't grow the city, support the city. Bigger is not better!
- Stop shaking up residents.
- Bring commercial development to bring more jobs.
- Reduce the size of the city government.
- We need grants. Block federal and private.
- We need a small town lottery.
- Spend money more wisely.
- Add tourism tax.
- Outsource more city services and save money.
- Help local businesses to be successful. Their property will fund HMB through existing tax rates.
- Fundraising.
- We need better spending prioritization.
- Build a rec center and allow tourists in with a fee.
- Public/Private partnership.
- Enforce parking fees (lots & streets) and develop corporate partnerships to have shared workspace/office space.
- Charge a fee for beach parking.
- Build more housing for seniors/ assisted living facilities both for low income and also for wealthy seniors.
- Promote business, jobs and business tax.
- Increase the hotel tax and make sure to draw tourists to stay. Most cities do this so we should also.
- Add hotel tax.
- We need a wine walk downtown and more local events.
- We need metered parking but wait until after the bridge construction before implementing.
- We need more business development and maybe a local college.
- Support agriculture, enforce speed limit on highway 1. There are too many accidents and ticket offenders.
- Attract tech employers.
- Tax corporations and the rich. Upgrade the tax laws.
- Hold special charitable events.
- Add parking meters.

- Bring more business into the city and incorporate other communities who use services of the city.
- We need better law enforcement for speeding.
- Fundraising.
- Off street pay parking. Move long PU trucks to off street parking, they block the traffic flow.
- Parking meters.
- Higher user fee for parking.
- Home owner should not pay for these activities can't afford to live here anymore.
- Make Timb a beautiful place to visit, IE and Carmel.
- Encourage new clean businesses.
- Reduces costs.
- Create a grant or donations vehicles for some developments.
- Half Moon Bay casino.
- Taxed enough.
- Make sure City does not waste taxpayer money on wasteful expenses.
- Movie theater.
- Town based fundraising events.
- Boat Ferry to San Francisco.
- Increase businesses located in the city with more employment.
- Have a Christmas market like the pumpkin festival or have a restaurant week.
- Expand the farmers Market and lower vendor fees.
- Allow more Main Street to have fast food, like Jack in the Box, and Denny's that stay open longer.
- Charges for parking for non-residents.
- Just say no.
- Fewer consultants.
- Senior assistance housing care.
- Improve access to HMB.
- Don't pay excessive bonuses to city managers. Wasteful payments to the chamber of commerce.
- Improve downtown.
- Better Management.

- Cut costs I think it's still too expensive.
- City spends less on management and office help.
- More activities and events.
- Community support tax on those whose income is greater than 100k.
- Dog park.
- Tourism tax for hotels and spas.
- Decrease consultant use and fees
- Give discounts to residents encourage money spent in HMB.
- Stop allowing situations that threaten to bankrupt the city.
- More small businesses
- Operate more efficiently
- Promote the harbor village as an outlet mall like Carmel.
- Fees for services.
- Support local artist venues.
- Improve business to increase tax receipts.
- Develop revenue streams from tourist events; pumpkin fest and dream machines should have admittance fees of some kind.
- Work out more a thrifty budget.
- Community fundraisers for new library.
- Stop tax increase for anything cut costs.
- Family won't visit on weekends it's a gridlock getting here.
- No tax increase and water.
- All HMB citizens who use our goods and services should be required to pay taxes or fees for the use.
- Something everyone would not just home or property owners.
- Need offset for low come etc.
- No new housing developments.
- Spend more wisely.
- Higher golf and hotel taxes.
- Stop giving free things away to the people who don't need it.
- Reduce expenses local government school administration expenses.
- We paid enough Tax We should know where all the money goes.
- Make sure local government is a accountable for doing its job.

- Grants more judicial spending.
- Downtown looks terrible empty buildings.
- Why is the City's only answer to improving the City always increase taxes.
- Raise corporate taxes on Safeway New Leaf, Caltrans, Odwalla. Also Fed State grants to improve services to the poor.
- Bring/lure more businesses to HMB, like GoPro.
- Attract more business.

This page intentionally left blank

DYETT & BHATIA
Urban and Regional Planners

755 Sansome Street, Suite 400
San Francisco, California 94111
☎ 415 956 4300 📠 415 956 7315